

The National **CLEANER & DYER**

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

APRIL 1957



FABRIC BEHAVIOR

in relation to

Drycleaning



FABRIC BEHAVIOR

in relation to

Drycleaning



OVER 16,000 registrants viewed this birthday cake in Atlantic City. For a complete report on this record smashing show see page 38

Here are giveaway stamps everyone likes..... See page 48

Looking for a sound route training program?..... See page 56

How plant air conditioning improves morale..... See page 70

when using detergents to remove soluble stains

—use

HYFLO

**...it always maintains
detergent
concentrations**

J-M HYFLO* removes all insoluble soil, but, unlike sweeteners, it never removes active detergent. Rely on "the charge" to reduce your spotting time while relying on Hyflo not to reduce your detergent concentration.

The correct precoat plus the addition of Hyflo to every washer load will help you protect your filter screen, operate at lower pressures and lengthen your cycles. Hyflo is the original high-speed filter powder that makes solvent recovery almost automatic with any type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of Hyflo for over 30 years. For the name of your nearest Hyflo dealer, write Johns-Manville, Box 14, New York 16. In Canada, Port Credit, Ontario.

*Trade Mark Reg. U. S. Pat. Off.

**The complete filter powder
service for drycleaners:**

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



Johns-Manville

HYFLO



the filter powder for charged system cleaning



In city after city,
leading plant owners are
taking advantage of the

Big Sell-Power

of Nationally Advertised

"LINT-FREE CLING-FREE"*
DRY CLEANING PROCESS†



You're the neighborhood dry cleaner these national ads are talking about. And here's still another attention-getting Buckeye Clean-Charge® ad selling you and quality service in thousands of households through such magazines as McCALL'S, LADIES' HOME JOURNAL, and PARENTS' MAGAZINE!

**DISCOVER EXTRA PROFIT WITH
BUCKEYE CLEAN-CHARGE®**

Extra-effective Buckeye Clean-Charge® has been acclaimed in cost- and quality-conscious cleaning plants throughout the U.S. and Canada. You, too, can cut finishing costs with this new anti-static "Lint-Free Cling-Free"* Dry Cleaning Process†. If you haven't already installed Buckeye Clean-Charge® in your plant, cash in on "the gal in the Strangled Sheath"—inquire today!



**SALES
AIDS!**

Designed to
Help You

Everything from newspaper mats, window banners, and TV films to button tags are available to help you get more business with the "Lint-Free Cling-Free"* Dry Cleaning Process†. They tie-in your plant with the big national campaign.

**NEW
"DYP"***



Use "DYP"* as a business builder. Giveaway one-ounce bottles demonstrate the effectiveness of this new anti-static dry cleaning process. Write today for complete information.



Producers of Quality Products For the Dry Cleaning Industry Since 1844

*Trademark of the Davies-Young Soap Company.
†U.S. Pat. No. 2729576; Canadian Pat. No. 528758;
other patents pending.

HOTTEST LOCATION "SELLING" SIGN EVER DEVELOPED

Designed by a Drycleaner for Drycleaners

*★ ★ A big hit ★ ★
at the recent
NID Convention
at Atlantic City*



Be the first to buy and sell your services in your city with a Carousel Sign — they are read as much as Theatre Marquee signs!

This Rotating sign works 24 hours every day selling for you.

Draws all Eyes to Your Location to read your Message.

Advantages of the NEW "CAROUSEL" SIGN

1. Most unique sold today . . .
2. "Activates" the business location . . .
3. Attracts all eyes as people unconsciously look at moving objects . . .
4. Two different messages can be used, and both will be read . . .
5. Speed of revolutions can be changed . . .
6. Length of copy space eliminates the tendency of the copy writer to "write a book" type of ad . . . thus FORCING a concise easy-to-read ad . . .
7. Sign has only two moving parts . . . guaranteed for one year . . .
8. No expense neon repairs . . . uses plain light bulbs
9. Is easily erected because of light weight . . .
10. Never loses value . . . can be moved to new location . . .
11. Low first cost when compared to standard painted or neon signs, that do not move and cannot be changed . . .
12. Can be read from any direction . . .
13. You buy 100 signs for the price of one ! ! ! !
14. Easy payment plan makes purchase easy . . .
15. Makes each owner PSYCHOLOGICALLY more interested in his advertising mediums and makes him think more about his public relations program, thus a "CAROUSEL" sign does more than just "tell it to the public." . . .
16. It is economical to operate (\$2.00 to \$3.00 monthly) . . . uses a 1/100th h.p. motor to drive it . . .
17. Like owning your own newspaper!
18. Unlike NEON or OTHER lighted signs . . . is also VERY effective ALL DURING DAYLIGHT HOURS, TOO!
19. Eliminates "Benefit" type of solicitation advertising . . . You can "donate your sign space to these people"—(Good-will Ads).
20. Big City sign, Small City Cost!

CAROUSEL SIGN CO.

Lake Mirror Dr.

LAKELAND, FLORIDA

Phone Mutual 77661

NATIONAL CLEANER & DYER

**"Hydro-Air helps us make a profit
on 1-hour work... at regular prices"**



At Meadows Cleaners, in Terre Haute, Indiana, finishing has to be *fast*. Located in a shopping center, Meadows turns out work while the customer shops, and at no extra charge.

Meadows will tell you that Pantex *Hydro-Air* dry-cleaning presses do a lot to make this service possible. The unique Pantex hydraulic-and-air power unit makes finishing with a *Hydro-Air* far easier and much faster . . . helps operators maintain a cost-cutting "morning-fresh" production rate all day long.

In a *Hydro-Air* press you'll find many other advanced features that help cleaners set new records for high speed, high quality finishing. WRITE FOR FULL DETAILS.

Pantex *Hydro-Air*
AIR OPERATED DRYCLEANING PRESS

PANTEX MANUFACTURING CORPORATION,
Box 660 A, Pawtucket 4, Rhode Island.

Send me booklet about *Hydro-Air* Presses.

Name & Title _____

Firm _____

Street & City _____

CONTENTS

VOLUME 48, NO. 4

APRIL, 1957

The...National
CLEANER & DYER

FEATURES

- Golden Future Forecast at Golden Anniversary** By Art Schuelke 38
Enthusiastic, record breaking crowds hear top speakers discuss management problems; set new sales high
- This Stamp Plan Can't Miss** By Gerald Whitman 48
Here is a fresh new approach to the trading stamp question. Cleaner solves it with patriotic gesture
- Routemen—Keep 'Em Selling** By Robert E. Samble 56
A case history report of how one plantowner has sparked up his route sales; a convention highlight
- Counter Girls—Front Line of Your Public Relations** By Helen Jones Rea 62
Read how to tackle counter sales problems. This story comes from one of the country's top operators
- How To Improve Production** By Richard Vinocur 70
Even though the trend is new, the present NID vice-president has had it for three years, and swears by it
- Change of Pace Attracts New Customers** By Harry Yeates 72
Model plant set up in Southwest by former NID director with the help of his allied tradesmen
- How To Use Advertising Specialties** By Gerald Whitman 82
Some new ideas on the use of door openers are suggested in this down-to-earth article

CONVENTIONS

- Variety at Boston Meeting** 92
- Canadians Convene** 92
- Meeting at Shreveport** 93
- Oklahomans Eye Future** 93

DEPARTMENTS

- | | | | |
|------------------------------------|----|-----------------------------|-----|
| New Products and Literature | 10 | News From the Allied Trades | 94 |
| Signs of the Times | 16 | People and Places | 100 |
| Gadgets and Gimmicks | 24 | Meetings Scheduled | 104 |
| Business Builders | 30 | Obituaries | 105 |
| Legal Decisions By A. L. H. Street | 35 | Advertisers' Index | 111 |
| Editorial | 36 | Our Readers Say | 112 |
| Questions and Answers | 81 | | |
| Association Notes | 87 | | |
| N.I.D. News | 90 | | |



A Great Honor

... has come to your editor. We have been invited to address conventions in Australia and New Zealand this coming September. This rare privilege has previously been extended to only two other Americans.

Our travels will take us to at least three Australian states as well as both North and South Island in New Zealand. Although the bulk of the time will be devoted to traveling and convention appearances, we hope to keep a diary of events to report back to you upon our return. Just as the people "down under" are hopeful of gaining knowledge of American methods, so can we learn something from them.

While we are deeply flattered by this signal honor, we are realistic enough to appreciate the real significance behind the selection. It goes far beyond any individual or personality. What prompted the selection is the fact that Fate chose us to be the editor of our country's leading business paper in the drycleaning field at the opportune time.

The prestige for this trip rightfully belongs to NATIONAL CLEANER & DYER. To us falls the responsibility of showing the New Zealanders and Australians that their choice was a profitable one for them. We will knock ourselves out to prove their pick was right.

Happy Easter

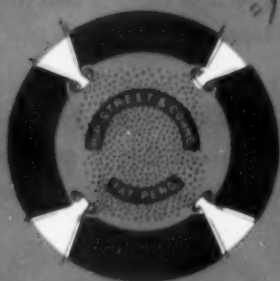
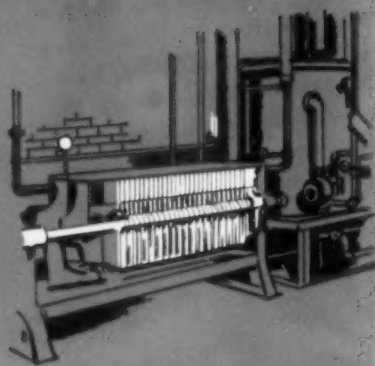
We fervently hope that all our readers enjoy the biggest Easter volume ever. Since it falls late this year, right near income tax time, may we suggest the following slogan, "If Uncle Sam has taken you to the cleaners, we can solve your garment problems for the Easter Parade."

—Art Schuelke

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor:
NATIONAL CLEANER & DYER,
305 East 45th Street,
New York 17, N. Y.

NATIONAL CLEANER & DYER



MYCEL
controlled drycleaning

FIRSTS in drycleaning

During the 26-year period of 1927 to 1953

*Street's introduced five "Firsts" which have given
an entirely new concept to commercial drycleaning*

1927 FIRST PRESSURE FILTER—In March of 1927 STREET's installed at the *Unique Cleaners of Kenosha* what is believed to be the first pressure filter sold in the U.S.A. for commercial drycleaning. This installation marked the start of extensive chemical research in the perfection of soluble detergents adaptable to pressure filtration.

1946 FIRST STATIC CONTROL—Pages 74 to 76 of the August 1946 issue of *National Cleaner & Dyer* carried a treatise in which STREET's described the first anionic-nonionic drycleaning detergent designed specifically for imparting electrical conductivity to drycleaning solvent. The superior results produced by "STATICOL FOR STATIC CONTROL" may be summarized by the following excerpt from page 76 of the 1946 *National*: "In the absence of static the soil is removed readily, and the loosened lint and dirt particles are deposited in the trap or on the filter plates instead of being redeposited on the fabrics from which they were removed."

1951 FIRST S. S. TEST KIT—In the August 1951 issue of *National Cleaner & Dyer* STREET's released a 3-page treatise announcing the development of the first method of titration by which the cleaning-room worker could determine with laboratory accuracy the percent active detergent in his charged solvent. Prior to this development the charged system of drycleaning was impractical because of the non-uniformity in percent active detergent.

1952 FIRST EXTRACTOR-RINSE—In the December 1952 issue of *National Cleaner & Dyer* STREET's announced the first EXTRACTOR-RINSE process designed for the removal of excess non-volatile matter from fabrics having been cleaned in a charged system. This invention made possible the repeated use of a highly concentrated charge without leaving excessive amounts of detergent or impurities in the cleaned fabrics.

1953 FIRST CONDUCTIVITY CONTROL UNIT—The January 1953 issue of *Cleaning Laundry World* surprised the industry with a new apparatus which supplied the missing link in the micelle principle of drycleaning. When used with 4% 886 the new CONDUCTIVITY CONTROL UNIT provided the two constants necessary for near-elimination of wet-cleaning without wrinkling: (1) constant moisture level in solvent equal to 3/10% by volume, and (2) constant moisture absorption by fabrics based on 15% dry weight of rayon. Inasmuch as the safe removal of water soluble soil has been the goal of drycleaners for many decades, STREET's considers this invention the crowning achievement in 80 years of pioneering in the textile maintenance industries.

"In an earlier issue of your magazine was a wonderful article on plant profits in different parts of the country. I can't seem to find this issue . . ."

PARISIAN CLEANING COMPANY
Muskegon, Oklahoma

"We would like to ask if you can tell us the effect of telephone solicitation for dry-cleaners. Your thoughts on this will be gratefully appreciated."

Graydon Collier Company
Anderson, Indiana

"I would like to get some information on rubberized waistbands."

CITY CLEANERS
Columbus, Texas

"We would appreciate your assistance in obtaining a suitable type electric timer. Also we would appreciate receiving a half-dozen reprints of your article on The Charged System Roundup. We may say that this is a very excellent study."

QUEEN CITY CLEANERS, LTD.
Regina, Saskatchewan

"I certainly think your articles on plant maintenance, particularly on vacuum stills, were really excellent. Keep up the good work, as believe me the information we get from our trade magazines -- and the NATIONAL CLEANER & DYER is the most popular and generally used out here -- is invaluable."

H. M. TAYLOR, LTD.
Wellington, New Zealand

"Had wonderful results on the regular man-made furs, and was about to give a [synthetic] mink job the same treatment. Lucky for us we read your article. The price of the coat will buy many editions of NATIONAL CLEANER & DYER."

UPTOWN CLEANERS
Kewanee, Illinois

IN NATIONAL CLEANER & DYER, READERSHIP AND LEADERSHIP GO HAND IN HAND

From South Dakota to South Africa, readers are constantly demonstrating how much they value NATIONAL CLEANER & DYER, how much they depend on it for guidance and help.

EVIDENCE? The letters reproduced on these pages are typical of the ones our editor receives daily.

VARIETY? A man in Oklahoma cites a "wonderful article," wants to locate and read it again . . . in Saskatchewan, a man wants help in buying equipment . . . a man in Delaware wants administrative guidance and says he's confident we can give it to him . . . and from Africa, thanks for the magazine and a Happy New Year to us.

CONFIDENCE? Because they've spent years of "finding it first" in NATIONAL CLEANER & DYER, it's only natural that readers turn to us for solutions to drycleaning problems. They know that helping

"Can you send us as many tear sheets as possible of other drycleaners' approaches to direct-mail programs? We have enjoyed your magazine for close to 20 years and still look forward to the next issue."

DUNN CLEANERS & DYERS, INC.
Montreal, Quebec

"We would like any information you can give us in regard to keeping some form of 'Customer Control' records. We have been reading your magazine for many years and are confident you can give us some good advice."

DOVER LAUNDRY & DRYCLEANERS
Dover, Delaware

"There's good information in the issue. Keep it up!"
Cardinal Cleaners, Inc.
Tucson, Arizona

"Thank you for sending me your magazine. It's my bible. I will soon install a cleaning unit which I will buy from the ads in your magazine."

ROBERT RICHTER
HOTEL VALET SHOP
Miami Beach, Florida

"We owe your publication so much, and have enjoyed Lou Bellew cartoons so much, we feel we must wish you all the best for the New Year."

PERFECTO CLEANERS
Nigel, South Africa

them with every phase of their business is the sole purpose of the magazine.

As we see it, every letter that compliments us on a job well done, requests our opinion, or asks for our help is a vote of confidence and the stamp of approval.

CONCLUSION? Readers like our brand of publishing. Although they're swamped with tons of free magazines, they pay to get

"Will you please tell us what to do with a steam reducing valve when it ceases to reduce? We thought perhaps your valve expert might help us. We have enjoyed your magazine for many years and always look forward to the next issue."

SALZMAN'S SONS
Belding, Michigan

NATIONAL CLEANER & DYER

First in the Drycleaning Industry Since 1910

305 East 45th Street, New York 17, N. Y.
OREGON 9-4000

ABC/ABP

"I would greatly appreciate any printed articles you could send me relative to teaching people how to inspect finished garments."

MODERN CLEANERS
Marquette, Michigan

"I want to say that I was very pleased with your article on the early history of drycleaning. A lot of work went into the preparation for this. You should be complimented on doing such a fine job."

REED CLEANERS
Fargo, South Dakota

"About two years ago you published an article entitled The Spot That Wasn't There. Our copy of this issue has been lost and we would like very much to have this article again."

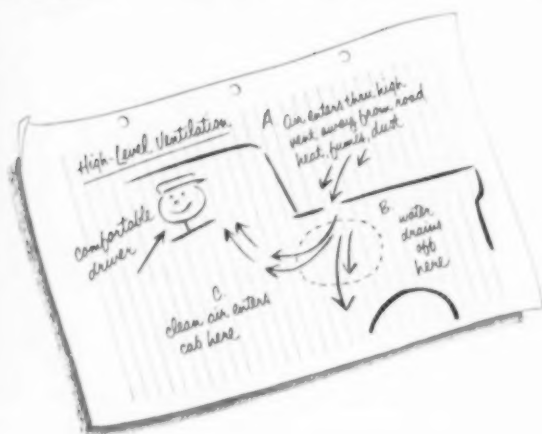
SALZBURG DRY CLEANERS
Bay City, Michigan

"Kindly forward all literature and tear sheets pertaining to successful route operations and route splitting."

SMITH & SONS
Toronto, Canada



in a Chevy panel,
even the
air is better!



... more evidence that Chevrolet Task-Force Trucks are engineered better and built better for bigger savings!

These features give you extra comfort and safety behind the wheel, extra savings on truck maintenance. And they're proof that the most modern trucks for your money are Chevrolets!

The drawing "doodled" above shows how Chevy's High-Level ventilation provides a comfortable interior . . . and the numbers in the big picture point out other advantages equally as good to have around you when you haul! They include:

- 1 A driver compartment roof that's specially built for safer, more comfortable hauling. Sturdy all-steel turret-top construction adds to safety; inner reinforcement provides a "dead air chamber" that insulates the overhead against heat.
- 2 A gleaming, durable baked enamel outside finish. Here's the reason your Chevy's exterior will resist wear better, look like new longer!
- 3 A soft-riding seat that beats the bumps! Deep-comfort coil springs and a padded, form-fitting seat back let you take it easy on tough jobs!

4 A body that's rustproofed to last! Doors and similar surfaces are rustproofed on the inside as well as on the outside by immersion.

5 Concealed Safety Steps for convenience. Inside each door, they give you firmer footing, make entering or leaving the truck easier and safer.

6 An undercoated floor, cowl side panels and fender flanges. Most exposed surfaces on the underside of the body are protected by an anti-rust coating.

7 A non-glare instrument panel to make driving safer! The textured finish on upper portion of Chevy's instrument panel reduces blinding sun reflections, minimizes eyestrain.

8 A reliable 2-speed electric windshield wiper* on each side. Powered by electricity, their action remains constant under all conditions.

Such advantages as these (we've shown only a few) combine to make everything better in a 1957 Chevrolet truck! You'll see for yourself when you visit your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost.

... biggest sellers because they're the biggest savers!

CHEVROLET

CHEVROLET TASK-FORCE 57 TRUCKS

THE **RSR** PROCESS

Of Spot Removal

In The Wheel

**Surest And
Fastest Method
For Removing
All Set Stains**

METHOD

Keep the RSR solution handy to inspection point or spotting board, and

1. Apply to stain
2. Set garment aside for 20 minutes
3. Apply dry type pre-spotter or leveling agent to treated area (to prevent circles)
4. Run or re-run in drycleaning wheel

FORMULA

1 rounded
teaspoon RSR
1 teaspoonful
glycerine (CP or USP)
½ pint of water

Prepare solution
fresh daily

Thousands of Cleaners all over the country have adopted the simple, inexpensive RSR Formula and the RSR time-saving Pre-Spot Re-Run Method!

DRYCON

**CONCENTRATED
DRY SIZING**

**FOR RESTORING FABRIC FINISH
TO THE GARMENTS YOU CLEAN**

Two Superior, High Quality Products
That Are Building Sales Volume And
Good Will From Coast to Coast.

SACON

**WATER SOLUBLE
SIZING**

*The manufacturing facilities, the laboratory skills, the integrity
of the house...stand behind all products of Wallerstein Research*

WALLERSTEIN COMPANY, INC. 180 Madison Avenue, New York 16, N. Y.

NEW PRODUCTS

AND LITERATURE

Pleat-Setter Is Offered

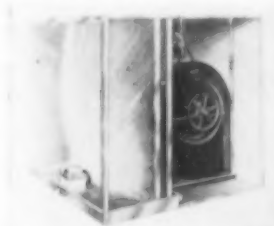


The Speed-Plete Company, 3512 Ross Ave., Dallas, Tex., has designed the new Speed-Plete machine to speed production on any type of pleat. It clamps easily on any press or offset press.

The manufacturer claims that the machine is simple to use and that any press operator can become an expert pleater in a few minutes. The machine is all metal and weighs about 8 pounds. When not in use, it is out of the operator's way.

For additional information write to Speed-Plete Company.

Alton Air Washer Cooler



A specially designed cooling unit for use in drycleaning plants has been developed by Alton Manufacturing Company, 1112 Ross Ave., Dallas, Tex.

Known as the Alton Air Washer Evaporative Cooler, the unit operates without the use of a refrigerant to provide effective cooling with temperature drops from 10 to 25 degrees experienced. Cooling is accomplished by the evaporative prin-

ciple, modified to provide a washing and filtering of the air as it is cooled.

Prominent features include fully galvanized construction that is further protected by a special high-gloss paint to provide long life and low maintenance. A double set of removable odorless filter mats eliminates water pull-through and permits cleansing of incoming air. Five standard models of the coolers are now being manufactured with air-handling capacities ranging from 4,000 to 12,000 c.f.m.

Larton Shows Hamparett



A new "Hamparett" introduced by the Larton Co. has been specially designed for cleaners offering box storage service. Attractively printed in two colors on a linen finish paper, the box features a new snap-out bottom for easy opening. Along with the box the Larton Co. is offering a complete promotional plan of inserts, display materials, receipts and tags.

Details are available from Larton Products Co., Inc., 4234-68 Third Ave., New York, N. Y.

Davies-Young Spotting Kit



To celebrate the golden anniversary of the National Institute of Drycleaning the Davies-Young Soap Co. has prepared a special Buckeye Golden Professional Spotting Kit.

Included are a gallon of Klorlene, a gallon of Buckeye paint, oil and grease remover, a gallon of neutral lubricant and a gallon of wet spotter. One shaker bottle is provided for each of the four solutions while the fifth is marked "special formula" with imprinted directions for four special types of spotting solutions. Also included is a complete spot and stain removal chart.

With the new kit, experienced spotters have all necessary solutions within easy reach; inexperienced employees will find the combination of solutions plus the spot and stain removal chart a guide to solve day-to-day problems, the manufacturer says.

Further information about the kit can be obtained from J. R. Young, Sales Manager, Buckeye Drycleaning Division, Davies-Young Soap Co., 705 Albany St., Dayton 1, Ohio.

Chevrolet Designs New Truck Chassis



Chevrolet Motor Division is now in production of two new 2-ton truck chassis designed especially for the heavy-duty multistop delivery field. The new models are forward-control chassis with a capacity up to 18,000 pounds gross vehicle weight.

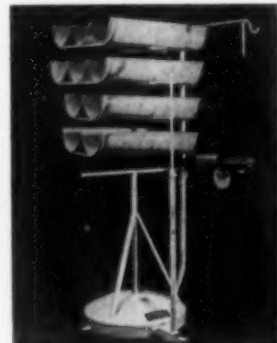
Built to accommodate roomy and easily accessible bodies and cabs, the two new forward-control chassis have the advantage of shorter over-all length and greater maneuverability in traffic, narrow alleys and other delivery situations. The units are engineered so that cabs and bodies available from many body manufacturers can be tailored to fit specific needs. One model has a 129-inch wheelbase (illustrated), the other 153-inch.

A 148 hp. Jobmaster 261 six-cylinder engine is standard equipment. Other features are a 30-gallon gasoline tank, spe-

cial arrangement of chassis components to allow many variations in body design, and optional generators, batteries, tires and axles for extra heavy-duty work.

Further information is available from Chevrolet Motor Division, General Motors Corporation, Detroit 2, Mich.

New Bishop Bag-O-Teria



Research engineers at Bishop David Freeman Co. have developed a new Bag-O-Teria, specially designed to overcome plastic-bagging problems. David A. Freeman, president of the firm, states that Bag-O-Teria is suitable for use with either plastic or paper bags or with both.

To overcome the problem of plastic slipperiness, a concave-shelf design was developed which makes the bags stay put. As the top bag of a stack is pulled, an air pocket is created between it and the bags beneath, so that only one bag at a time is pulled from the shelf.

To avoid tearing the plastic the "Rollo-Top" bagging rod tip was designed. The company states that there are no sharp edges to snag the plastic; instead, the "Rollo-Top" guides each bag onto the garment smoothly and unharmed.

Overhead shelves hold up to four sizes of bags right in position to draw down over garments. Each shelf swings out independently for unobstructed loading of a boxful of bags at a time.

Other features include an overhead hook for assembling orders and for expediting bagging with storage-type bags—

Continued on page 98

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention **NATIONAL CLEANER & DYER.**

Jean Smart
says:

**Don't let your profits
go up the flue!**



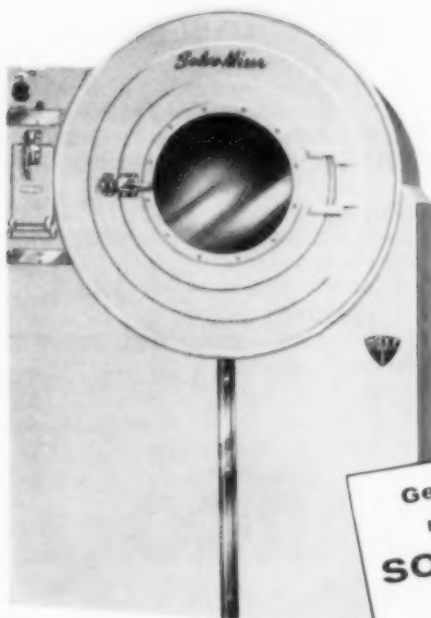
"**Pert**" up the pipe is like money out the window, when you're trying to run an efficient dry cleaning plant. Unobserved and uncontrolled, it can soon add up to costly operating losses . . . fewer profits for you!



To combat these losses and provide more efficient reclamation, Hoyt engineers have now developed an exclusive Deodorizing Signal Light for the new Series 57 Super Fast Solvo Miser. While Hoyt's Quick-Cooling Cycle makes deodorization optional, this new warning light is provided for use where deodorizing is desired, to warn the operator when the system is open. Costly vapor losses are thus eliminated when a new load is added.

This is but one of many money-saving features built into the new Series 57 Solvo Miser . . . time and labor saving features you need.

- A new Quick-Cooling Cycle to permit continuous reclamation during cooling.
- Electric Timing System.
- King Size Lint Trap conveniently located at eye level . . . readily cleaned in 27 seconds.
- Coils, fan, and fan motor easily accessible from the front of the machine.
- A wide range of sizes; you can match any capacity cleaning machine with a reclaimer of exactly the right size. Solvo Misers are available with either automatic or manual controls.



*Put a damper on high
operating costs... and
tuck away added profits*

Get the facts on a
money-saving
SOLVO MISER
NOW!



HOYT

HOYT MANUFACTURING CORPORATION • WESTPORT, MASSACHUSETTS

April, 1957

Now — A Revolutionary NEW Steam Trap!

**INSTALL
IT—**



**FORGET
IT!**



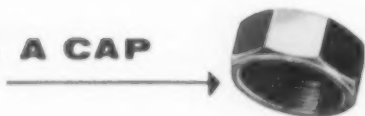
SO RUGGED

SO SIMPLE

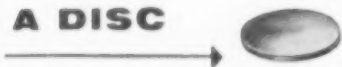
this steam trap practically eliminates maintenance

Major advance in trap design!

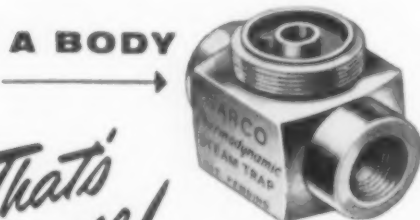
1. A CAP



2. A DISC



3. A BODY



*That's
all!*

Imagine a steam trap machined from a solid block of stainless steel. A trap with only 3 parts...cap, disc and body...and not even a valve-closing mechanism—the kinetic energy of steam closes the valve and **ONLY** the TD uses this new operating principle.

That's the revolutionary new Sarco type TD. It has only one moving part...a hardened **SOLID** stainless steel disc. And it is not affected by superheat, water-hammer, corrosive condensate. That's why we can say **INSTALL IT—FORGET IT!**

Use the **SAME** trap for 10-600 psi...for light or heavy loads...without seat or valve change or other adjustments. Closes tight on no load—no steam waste.

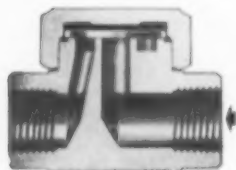
Ask for a 60 day trial installation of Sarco TD trap and strainer...write for bulletin 257. Sarco Company, Inc., Empire State Bldg., New York 1, N. Y.

2190-B

SARCO

Only Sarco Makes All 5 Types

That's why Sarco can give impartial advice on proper steam trap selection.



SIMPLICITY ITSELF!
No valve-closing mechanisms to wear or stick. No critical clearances to choke. No gaskets to leak. Only moving part a **SOLID** stainless steel disc.



Cut down on costly re-cleans

Use Wilson's TarGo®



*...the modern spotter
that works dry or wet*

Save time. Save soap. Save solvent. Use TarGo to remove any oil-base stain that remains after cleaning. TarGo not only knocks out the toughest "hard-set" spots but, 9 times out of 10, makes it unnecessary to re-run garments after spotting.

Light and dry, TarGo is a concentrated formulation that contains a higher proportion of active stain-dissolving ingredients than heavy, oily spotters. That's why you can use it on the dry side to get powerful penetrating stain removal action . . . yet flush it out easily on the wet side to avoid re-cleaning.

Ask your jobber for TarGo.

A. L. WILSON CHEMICAL CO., Kearny, N. J.



**In either bottle . . . your best bet for safe
and sure stain removal**

When it's a WILSON "GO" product it's a better stain remover . . . because it's made by stain removal specialists, backed by 30 years of leadership.

**"Stain
Removers are our only business"**

when a feller needs a friend



Eaton Chemical and Dyestuff Company
1957

Advertisement

Sooner or later, there comes a time "when a feller needs a friend".

Every dry cleaner, by virtue of the complexities of his industry, has found himself, at some time, confronted with a technical problem that requires outside assistance. Eaton's Planned Procedures were conceived and executed to meet these situations and help dry cleaners out of their difficulties, quickly and efficiently.

Eaton's Planned Procedures consist of Eaton's Sizing, Bleaching, and Leather Stories which provide carefully worked out methods for the solution of production problems in all phases of each classification. Other "Stories" will follow, in order to give you the answers to other technical problems you'll run up against in maintaining your cleaning service.

The idea which brought about Eaton's Planned Procedures is one of service. We're convinced

that we can serve you best and help you give better service to your customers, by showing you how to work out your problems with easy-to-read, easy-to-follow bulletins, written in everyday language and covering the technical problems you'll encounter. We also feel that by issuing these bulletins, we maintain at its highest point the "Service with Integrity" for which Eaton has always been so well known.

If you want a *real friend*, send for your FREE copy of Eaton's Planned Procedures which includes the Eaton Stories published to date and has room for the ones that are coming. Write today and we'll send it along by return mail.

Eaton Chemical and Dyestuff Company, 1490 Franklin Street, Detroit 7, Michigan. *Canadian Plants: Toronto and Windsor.* © 1957 Eaton Chemical and Dyestuff Co.

Advertisement



"I'm going to college some day...

thanks to

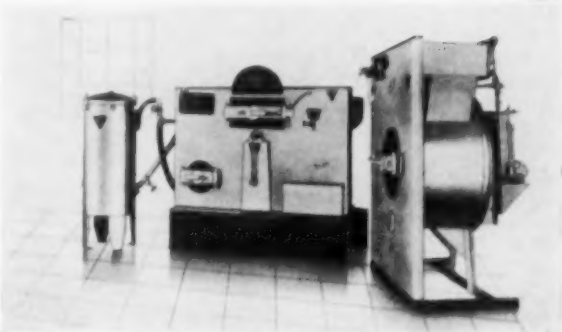
VIC'S ECONO!"

"Lucky me . . . I've got a wonderful daddy! That's him over there near his new Vic ECONO Cleaning Machine. He just told mommy he's made so much money since he bought his Econo that he's got my college education in the bank now!

"See my mommy there behind the counter? She's so happy she's singing! You see, she operates our Econo sometimes, and it came equipped with that swell Trans-O-Muck feature plus Vic's Automatic Self-Cleaning Filter. She doesn't have to handle that messy muck any more . . .

"Those nice Vic people are even helping my daddy with his accounting, plant layout, and advertising. Mommy told me something real nice. She says that once the Vic people get a new customer, they watch out for his welfare. They just don't lose interest in him . . . no sir . . . any more than my folks ever plan to lose interest in me!"

VIC'S ECONO is fully automatic—not just partly.
 VIC'S ECONO takes 40 lbs. per load.
 VIC'S ECONO offers one- or two-bath strong soap unit.
 VIC'S ECONO needs no costly foundation.
 (spring mounted)
 VIC'S ECONO saves labor: operator loads and unloads
 —that's all.



*dedicated to helping
 your business grow*



Write for your "59" Booklet, it's free. Dept. NA-239

MANUFACTURING COMPANY

1313 HAWTHORNE AVE. • MINNEAPOLIS 3, MINN.

CAPACITIES FROM 20 TO 100 LBS. PER LOAD

SALES AND SERVICE IN ALL PRINCIPAL CITIES

April, 1957

15

SIGNS of the TIMES

New York Raises Minimum Wage: Isadore Lubin, New York State industrial commissioner, has announced new minimum wage standards in both the cleaning and dyeing and laundry industries. The orders, effective April 17, 1957, provide minimum wage levels of 90 cents an hour immediately, and \$1 an hour as of October 1, 1958, for full-time workers in the two industries.

The cleaning and dyeing wage order establishes a minimum weekly wage of 30 hours pay for each week in which the working time is less than 24 hours but not more than 30 hours. Also provided is a part-time rate of 5 cents more than the basic hourly rate for those working less than 24 hours a week. In addition the order provides an overtime rate of one and one-half times the appropriate hourly rate, to be paid after 40 hours in any week.

Heading the cleaning and dyeing industry board were Jack Lichtenstein, I. Wohl, Long Island City; Irving Sander, Kent Cleaners, Whitestone, Queens, and Alan Lohn, Lohn's Cleaners and Launderers, Hornell.

#

Aids on Management Control: Keep your control system appropriate and simple, is the advice extended by the Small Business Administration in its latest pamphlet, "Effective Control for Better Management." Author Edward L. Anthony outlines the three ingredients of a good control process: the goal, which states what is to be done; the procedure, which specifies how and when something is to be done; who is to do it, and what makes up satisfactory performance, and finally, the checkup, which indicates how well the job was carried out. Benefits derived from an effective system include larger, steadier return on investments, a constant check on the state of the business and an important asset when borrowed funds or capital equity are sought.

"If a small concern is to operate effectively in today's climate and continue to exist when the present owners can no longer function, its legal structure must be right." This idea is noted in a new leaflet recently published by the Small Business Administration. The theme of the pamphlet centers around whether a single pro-

prietorship, partnership or corporation will be most suitable in view of tax laws and other factors. Advantages and disadvantages of these setups are outlined in the folder.

Copies of No. 70 in the series of Management Aids for Small Manufacturers may be obtained from any of the Administration's field offices or from the Small Business Administration, Washington 25, D. C.

#



Cleaner Contributes: Kudos to Milton Bell, manager of Bell's Cleaners, Inc., Swedesboro, N. J., for the part he plays in the city's charitable activities. Like many drycleaners throughout the country, Mr. Bell offered to clean all the clothing collected in his community during the Hungarian relief campaign. Over 3,000 pounds of clothing were processed at Bell's. Mr. Bell is shown in the Army truck that transported them from his plant to Camp Kilmer, N. J.

During national campaigns like the heart drive, when containers are placed in the town's stores, Mr. Bell takes his inside the plant. There, any change found in pockets when they are searched is dropped in the container.

#

Cleaner Welcomes Hungarians: An opportunity to extend help toward Hungarian refugees on a personal level was taken by a Maryland drycleaner. Robert Horn, partner in Pikes Peak Cleaners, Pikesville, Md., and Mrs. Horn welcomed Mr. and Mrs. Paul Neuman, first Hungarian refugees to arrive in Baltimore, to the United

States. The Horns helped the couple, who are sister and brother-in-law to Mrs. Horn, to become oriented. Mrs. Neuman is now employed at Pikes Peak Cleaners and Mr. Neuman at a local establishment.

#

Tie-Cleaning Tie-Ins: To stimulate sales during February, tie-cleaning month, cleaners around the country used the tie-swapping idea. Under this plan customers exchange worn ties for clean ones for the price of cleaning. Among the many firms that used the plan were Gates and Co., Torrington, Conn., and 3-F Cleaners, Rushville, Ind.

In El Cajon, Calif., Frank Manicelli, Valet Cleaners, urged customers to "trade those old ties for freshly cleaned ones and help the March of Dimes." Mr. Manicelli deposited a dime for each customer who took advantage of the offer.


The entire proceeds from a month of tie cleaning were turned over to the Hungarian Relief Fund by Vail Clean-O-Mat store, Ottawa, Ont., Canada. A total of 13,515 ties were cleaned, and a check for \$1,351.50 was turned over to the Canadian Hungarian Relief Fund.

#

Public Service: Two outstanding examples of ways in which cleaners can cooperate with local civic and charitable groups have been given by the Drycleaners Guild of Columbus, Ohio. The group has offered use of its trucks to the Columbus Civil Defense organization in case of an emergency. A total of 44 vehicles is involved.

The Guild is also helping the Twigs, a women's charitable organization, in a clothing drive to aid the Children's Hospital. Member cleaners have agreed to clean, free of charge, every article of clothing collected during the campaign. Proceeds from the sale of these garments will go to the hospital.

Heading the 1957 Heart Fund drive in New Providence, N. J., is Bertrand Abbazia, Donewell Cleaners. This marks Mr. Abbazia's third consecutive year as chairman of the campaign.



What is your
P/OH*?

*Pounds per operator hour

This dry cleaning business is "tough" to get rich on! Whenever labor is a major part of your cost, operating efficiency makes *all* the difference...and what better way to measure efficiency than *Pounds Per Operator Hour* of garments cleaned? Incidentally, have *you* ever applied this scale to your cleaning department and then compared it with the P/OH figures of WASHEX equipped plants?

There's a big difference between the old, conventional-type operation and a modern WASHEX cleaning department run by AUTOMATION!

WASHEX Combination Washer-Extractors, equipped with the Auto-Cycler, reduce the cleaner's task to easy loading and unloading of the machine, flipping a switch, and...the rest is done *automatically*! At the end of the cleaning cycle a whistle signals the operator for the next load. Meanwhile, he has accomplished many other duties, such as spotting, assorting, tumbling, or maybe he's handled even a whole battery of machines.

Flexible? Yes, the WASHEX Auto-Cycler can be set for *any* desired cleaning cycle; single or two bath, short or long rinse or extraction periods. Short-run-specials may be added at any part of the cycle. The machine and valve can, if ever desired, be operated *manually*.

Interested in increasing the P/OH of your cleaning production? Why not call your nearest WASHEX distributor, or clip this ad to your letterhead and mail it to us for more information. No obligation, of course.



WASHEX MACHINERY CORPORATION

192 Banker Street, Brooklyn 22, N. Y.

6-151



DICALITE 7

Stops linting • greying • dusting • dulled colors!

"That's because Dicalite 7 is an 'anti-static,' as well as a first-class filter powder. Way I understand it, the Dicalite people first make a top-quality filter powder; then they give it an exclusive, patented treatment so it makes the solvent conductive—any static build-up just passes off harmlessly, and doesn't get a chance to cause trouble.

"I read where a drycleaner in Washington, D.C. (static can be real bad there, you know) gave Dicalite 7 a real tough test. He said, 'I ran a mixed load, consisting of a

wool blanket, a lady's black dress and a navy blue robe, to test that "no lint" statement. Results were astonishing—no linting at all!"

"Boss, let's give this Dicalite 7 a try! In addition to the anti-static feature, it's a swell filter powder—men I know in other shops say it filters either synthetic or petroleum solvents bright and clear, and doesn't cut the charge in charged-system cleaning."

Your supplier can furnish you with Dicalite 7—just ask him!



DICALITE DIVISION, GREAT LAKES CARBON CORP., 612 S. FLOWER ST./LOS ANGELES 17

NID Issues Two Books

Spotting

A textbook entitled "Spotting" has just been published by the National Institute of Drycleaning. Written by Judson C. Randlett and William J. Nicklaw, it is a completely up-to-date version of the NID's former book on spotting written by the late Clyde C. Covington in 1940.

The book's 250 pages deal with the proper equipment and tools needed for modern spotting, as well as other facets of the problem. There is a chapter on fibers, another on fabrics and dyestuffs. Stain identification and stain removal are covered. The book is especially well illustrated. It will serve as a textbook for the spotting courses of the NID, and is also available as a general guide to spotters in the field.

The book is now on sale through the National Institute of Drycleaning, Silver Spring, Md., at \$4 per copy, with a 50 percent discount to NID members.

Remembering the Years

An excellent history of the National Institute of Drycleaning has been compiled by Miss Edna M. Michelsen in her newly published book, "Remembering the Years." The publication was distributed free of charge to all attending members of the Institute at the recent convention in Atlantic City. The book is NID's Golden Anniversary contribution to the drycleaning industry.

Miss Michelsen touches every phase of the industry from the founding of the old National Association of Dyers and Cleaners to the present National Institute of Drycleaners. Growth of the industry during the war years, drycleaning legislation after the war, advancement of new methods and procedures such as the charged system are also covered thoroughly by Miss Michelsen.

The book is available for \$3.00 from the National Institute of Drycleaning, Silver Spring, Md.

What Every Route Salesman Should Know

There are certain fundamental things which every route salesman should know before he can do an effective selling job. He must be familiar with the business routine. Pilgrim Laundry of Boston, Massachusetts, has compiled a sales manual which lists these 18 basic requirements of good routemanship. Each of its salesmen must have a thorough knowledge of the following:

1. How to load and unload the truck.
2. How to handle and maintain a truck.
3. How to fill out all company forms.
4. How to make out an invoice.
5. How to use pickup bags.
6. How to check delivery sheets.
7. How to handle off-trip customer cards.
8. How to turn in his collections.
9. How to record sales.
10. How to maintain contact with the plant.
11. How to handle requests for special service.
12. How to process "do-overs."
13. How to deal with loss and damage claims.
14. How to indicate a change in services.
15. How to handle requests for credit.
16. How to deliver "shorts."
17. How to transfer customers.
18. And, he must know his prices.

Exclusively yours!

Only
in the
Glover
Automatic
Air Form
do you
get...



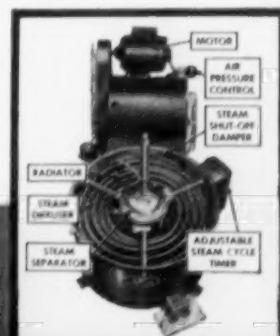
Controlled Air Pressure for Finishing ALL MATERIALS SAFELY!

Greater air pressure with adjustable air control gives the Glover Air Form a versatility not available in other finishers. Air flow can be cut down for working stretchy, delicate garments, or it can be opened up for perfect shaping of heavy, hard-to-work materials. Extra length and fullness of bag also gives unit added flexibility in handling complete range of garment sizes and weights.

The fully automatic steam-air control frees operator for other work, too. Single pedal starts automatic cycle. NO HAND SWITCHES TO BOTHER ABOUT—OPERATOR IS COMPLETELY FREE TO DRESS MACHINE!

Because the Glover Air Form has a larger heating area (see illus. below), air is more quickly heated for faster, more efficient drying of the processed garment! Result: More work can be turned out in less time. Constant gravity flow of heated air into the form even when machine is idle keeps all metal parts warm thereby eliminating condensation and the need for a warm-up period.

It will pay you two ways—in profits and in higher quality work—to equip your finishing department with the Glover Air Form. For the eye-opening facts on this superior finisher, see your jobber or write Bill Glover, Inc.



Bill Glover, Inc.

5204 Truman Road
Kansas City 27, Mo.



Here's the no-trouble Armstrong No. 21 Air Relief Trap on Mr. Tidwell's 5,000 gallon mineral spirits filter.

"Armstrong
Air Vent Trap
Increases My
Solvent Filter
Capacity"

Says W. V. Tidwell

"No Manual Venting . . . No Trap Worries . . . Less Maintenance"

Every laundry and dry cleaning plant owner can easily gain the benefits Mr. Tidwell has. A telephone call to your local Armstrong Representative will solve your venting and trapping problems. For details write the factory.



**AIR VENTING TRAPS
STEAM TRAPS**

Gentlemen:

Your representative interested me in changing to Armstrong Traps about 14 years ago. Since worries have been over. As I add equipment I just call your representative and he installs the right model and size trap and I can forget all about them.

My new plant, just completed, is 100% Armstrong Trap equipped, and as usual giving perfect satisfaction.

I installed my first Armstrong No. 21 Air Vent Trap on top of my mineral spirits filter, to release the accumulated air, about 5 years ago. I have never had one minute's trouble with this trap and I consider it one of my most valuable pieces of equipment. We never have to purge the air from our filter by hand any more, and this gives my filter greater capacity. It is always full of mineral spirits, as there is no accumulation of air in the top of the filter.

It has been a pleasure using Armstrong Traps and dealing with your representative. The service has been 100% satisfactory.

Yours very truly,

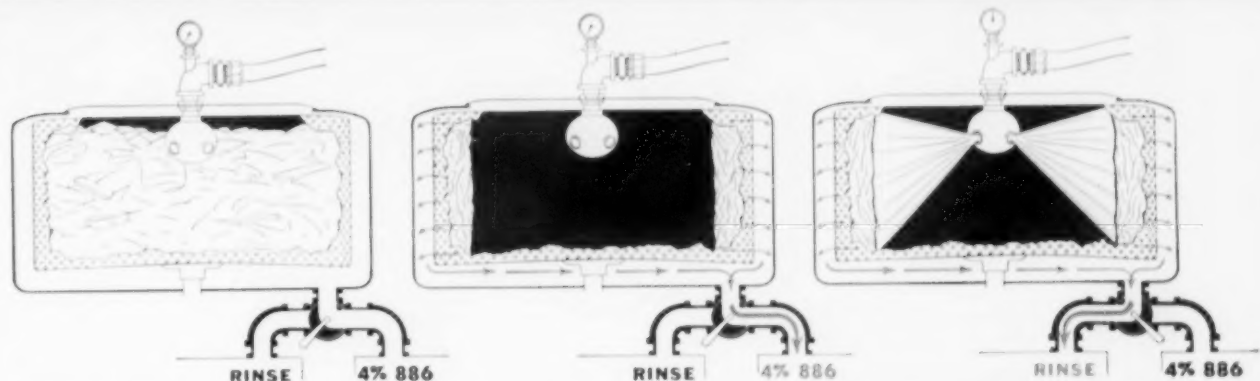
W. V. Tidwell, Owner,
Spotless Cleaners.

ARMSTRONG MACHINE WORKS
8502 Maple Street, Three Rivers, Michigan

Armstrong Traps available through Armstrong Factory Representatives, Jobbers and Laundry Supply Houses.

Wetcleaning is costlier than you think

- Only a 4% charge, properly controlled, can eliminate wetcleaning with safety.
- It costs too much to distill the 4% charge, yet...
- Removal of garments from undistilled 4% charge results in gray whites, dull colors, objectionable odors, swales, spotting rings and prolonged tumbling time.
- Rinsing of garments with separate purified solvent eliminates all of these objectionable conditions.
- Distilling the rinse bath, instead of the charged bath, is cheap.
- Street's EXTRACTOR-RINSE* Process provides for the use of a separate rinse bath without additional equipment.



The above drawing shows a 30-inch extractor equipped with Street's specially designed spray cluster installed under the lid, and with a two-port valve at the drain line. Note that one outlet from the two-port valve leads to a tank reserved for the 4% 886, while the other outlet leads to another tank reserved for purified rinse solvent.

The drawing shows the stationary extractor loaded with loose garments which are saturated with charged solvent after having been immaculately cleaned in the washer during a 30-minute run in 4% 886 with Conductivity Control.

Here the extractor has been brought up to speed.

Note that the centrifugal force has compressed the garments into a wall which occupies a space of only approximately 4 inches within the extractor basket.

The small arrows show the extracted 4% charge going out of the sides of the basket.

The two-port valve has been set to lead to the tank reserved for 4% 886, and the large arrows show how the extracted 4% solution is recovered for repeated use, thus providing for very low detergent cost in relation to pounds of fabrics cleaned.

This drawing shows that the two-port valve has been reversed so that it now leads to the tank reserved for purified rinse solvent.

The pump is now delivering rinse solvent through Street's specially designed spray cluster.

Note the fan-shaped spray of solvent which covers the entire depth of the wall of garments. This ensures thorough and uniform rinsing.

The small arrows show the rinse solvent going through the garments and out the side of the basket. The large arrows show how the rinse solvent is recovered without interchange with the charge.

*PATENTS

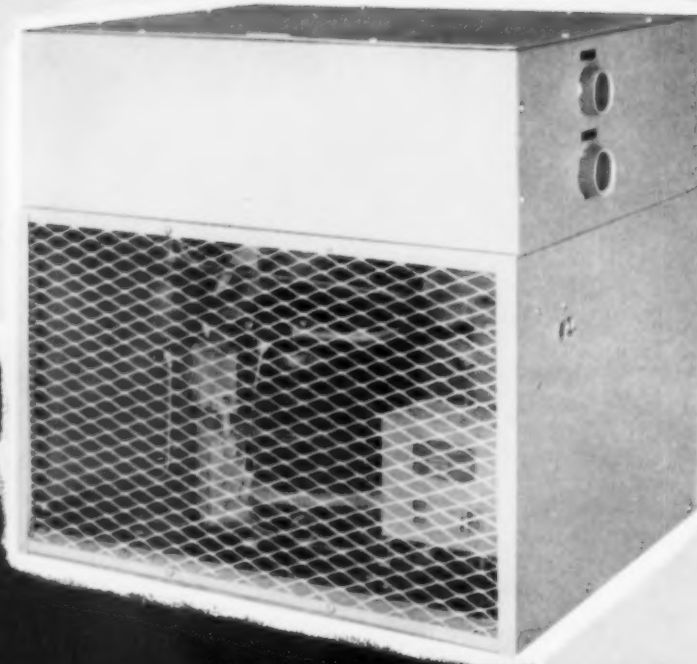
The following patents pertaining to the A.R. have been assigned to R.R. Street & Co. Inc.: U.S. Patent No. 2,480,921; Canadian Patent No. 530,541 and No. 530,542. Other patents pending.

Ask for a survey of your plant to be made by one of STREET's 50 field technicians, all of whom are highly trained in the MYCEL process employing 4% 886, Conductivity Control and the separate purified rinse.

R. R. STREET & CO. INC. 561 W. MONROE ST. CHICAGO 6, U.S.A.



REFRIGERATED Solvent Coolers & Water Chillers



Model EDCU-3. Ellis & Watts units are available for filter capacities up to 8000 g.p.h.

K **Keep solvent temperature constant—at any point between 75° and 80° F* regardless of heat, cold or humidity!**

On sweltering, humid summer days, or in shivery winter weather, maintaining constant solvent temperature is essential for fine quality cleaning. Hot solvent causes dyes to bleed, clothing to shrink and wrinkle. Cold solvent results in ineffective soil removal, increases the need for hand spotting.

Ellis and Watts units combine refrigeration with built-in heating coils to keep solvents within 2° of desired operating temperature under any weather conditions—120° F to 40° below zero.

Easily connected to any dry cleaning system, Ellis & Watts units can also be used as recirculating water chillers. This system cools the solvent in the line, and supplies ample water to the recovery unit—drastically reduces costly water consumption. One unit will easily cool solvent for two dry cleaning machines.

Write today for price and delivery information on the complete line of Ellis & Watts Solvent Coolers and Recirculating Water Chillers.

ELLIS and WATTS Products Inc. P. O. Box 33, Cincinnati 36, Ohio
Liquid Chillers • Mobile Air Conditioners • Industrial Dehumidifiers

*Temperature range recommended by leading detergent manufacturers.

Available through leading distributors and manufacturers representatives.

CALED

OFFERS YOU...

3 specialized
charge soaps to
fill your
needs best



PACEMAKER* MAXIMUM MOISTURE CHARGE SOAP

A real moisture soap. Allows even raw water to go into solution in large quantities. Eliminates moisture problems. Carries more water safely... solubilizes water instantly. A 1% to 2% charge outcleans and outperforms 4% moisture charge systems... requires no rinse... saves solvent... minimizes distillation... gives no filter pressure.

CAL'S CHARGE®

**Moisture when you need it
...Dry when you want it!**

Moisture-control built in. Gives you 2 in 1 results... a highly detergent soap that gives you a dry charge for dry loads and moisture action when you want it. 1½% without rinse... 4% where separate rinse is available. Gives double soap run when used with recommended wet stock.

**TAKE
YOUR
CHOICE,
then
ORDER FROM
YOUR JOBBER!**

Super C®

THE TRULY DRY CHARGE SOAP

You need no moisture... You use no moisture! A 2% charge gives you big advantages in every department... no classification... wrinkle-free extraction... fast spotting—easy finishing—no linting or static build-up. You get fast pressing because Super-C doesn't leave moisture wrinkles or disturbed sizings.

*T.M. Reg. App. For

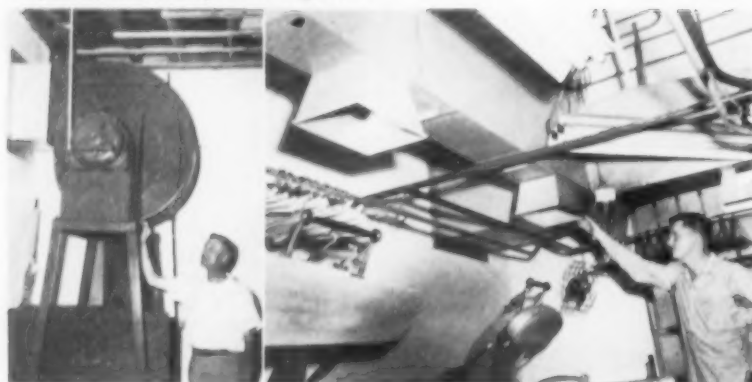


CALED PRODUCTS CO., INC.

BRENTWOOD, MARYLAND

GADGETS and GIMMICKS

Ship Fan Cools Drycleaning Plant



A below-deck ventilator from a dismantled ship does yeoman duty at Richards Cleaners in San Pedro, California. It exhausts air over the presses at the rate of 6,000 cubic feet per minute. It is designed to operate with a 3 hp. motor but the plant uses an old 7 hp. motor. This enables the unit to loaf along as it increases em-

ployee comfort and productivity.

Basically the installation reduces the humidity. The photo at the left shows the plantowner's son, Jim Watters, standing below the fan which is located in the storeroom—at the rear of the plant. Another son, Bob, in the photo at the right shows the location of ducts in the finishing room.

Next came a rolling transfer table for the drycleaning room. This is just high enough to fit under the door of the washer-extractor and the tumblers. By pulling the extracted work onto the table and shoving it into the tumblers, the cleaner is saved a lot of bending over. After tumbling he can pull the dry clothes back onto the table, reload the tumbler, then sort and hang or lay the dry garments, again without stooping. V. B. plans to put low sideboards on two sides of the table to contain the garments.

A portable sewing station of the type designed by NID was more complicated. The same type angle iron, plywood and casters were used (as on all the home-built units). Welded joints are braced fore and aft by plywood sheets for complete rigidity. Bottom shirting was omitted to make cleaning easier.

What comes next, V. B. hasn't decided yet. The Bagerts are just beginning to find out what all can be done with a good welding outfit.

Welder Sprouts Labor-Savers Throughout Plant



Left: TRANSFER TABLE fits just under doors of washer-extractor and tumblers. Right: SEWING STATION may be moved for cleaning under and around it



Bagert Cleaners of New Orleans, Louisiana, purchased a welding outfit. V. B. Bagert became a proficient "tack welder." Then the plant blossomed out all over with labor-saving equipment. This all started when V. B. and his father and brother, V. W. and D. J. Bagert, decided to install a complete slickrail system along the lines recommended by the National Institute of Drycleaning. Once the rails were in and working efficiently, V. B. just couldn't stop welding!

All bins and worktables he built

thereafter had three things in common: (1) they were labor-saving; (2) they were on big rubber-tired casters that roll easily, so the janitor can clean under the equipment thoroughly; (3) they were skeletal in design, to offer the least possible resistance to movement of air through and around them. This helps avoid "hot pockets" in the plant during the summer weather.

First built were a pair of laundry storage bins, made of 1-by-1-by-1/8-inch angle iron, with expanded metal (die-cut metal) shelving.

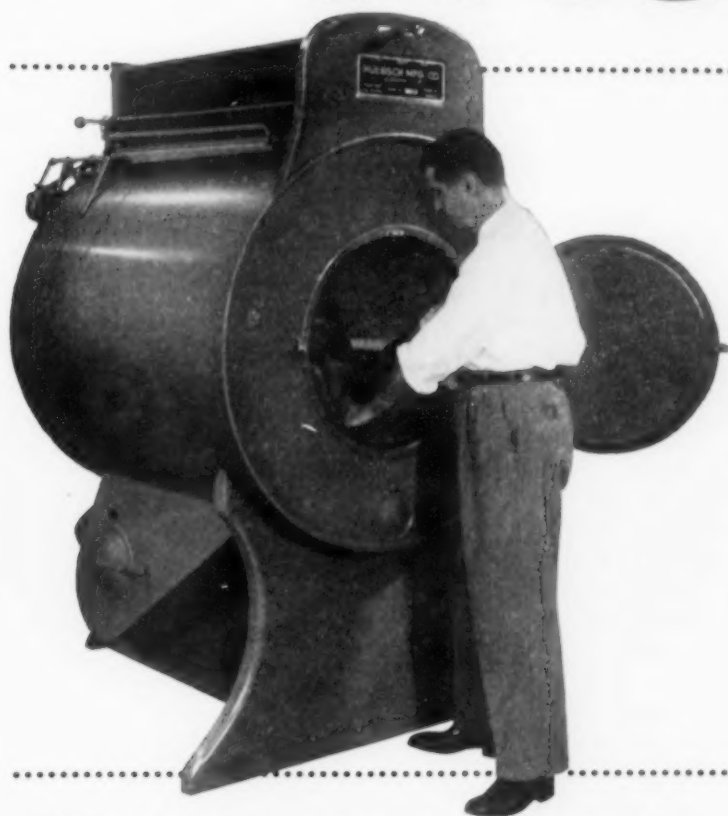
Air-Cleaned Cuffs



A foot-operated air blower speeds cuff and pocket cleaning at Richards Cleaners, San Pedro, California. An air line of copper tubing extends from the piping to the air compressor. A simple foot-operated valve enables operators to clean lint from recessed areas in garments with a minimum of effort.

BIGGER *capacity*

dries FASTER



● Among all dryers on the market, the big, dependable "work-horse" is the HUEBSCH "42." It is 42" in diameter and 42" in depth . . . and its huge capacity (80 to 100 pounds dry weight) doubles the capacity and output of a conventional 36" x 30" tumbler! The HUEBSCH "42" provides faster, more efficient drying at amazingly low original, operating and maintenance costs. Operates with very little steam and little electricity (it uses only a 1½-HP motor). If you have a large-volume drying problem (as most plants do these days) get the facts on the HUEBSCH "42." You'll be glad you did!

HUEBSCH MANUFACTURING CO.
3775 N. HOLTON STREET
MILWAUKEE 1, WISCONSIN

Made by the world's largest manufacturer of open-end drying tumblers

HUEBSCH "42"

OPEN-END TUMBLER

"Freshen the
Impression"



*Tie-in with NID's "Freshen The Impression" Campaign . . . the key to more business for Dry-cleaners. Make 1957 your biggest and best year. Freshen your Impression with New AJAX Presses.

WELL PRESSED

PRESS 'EM RIGHT . . . You can't afford not to. Your customer's appearance deserves the quality that only Ajax Air-Operated Drycleaning presses can produce . . . and they'll see the difference when you use Ajax Presses. Because of rising living standards and an increased interest by the public in their appearance and cleanliness, the business potential for drycleaning service is climbing rapidly!

Alert and progressive drycleaners will attain their most prosperous year in 1957 . . . that is if they are prepared for new business with modern equipment. Rapid technological progress is making existing facilities obsolete and uneconomic to use . . . It is impossible to produce a top-quality product with anything less than top-quality equipment . . . Be sure your cleaning and pressing will surpass competition and gain you profitable customer satisfaction and continued patronage. Convert your plant now . . . with Ajax Air-Operated Drycleaning Presses.

AJAX Air Operated **DRY CLEANING PRESS**

PRESSURE DELIVERY UNIT — has only one moving part . . . requires no adjusting mechanism. This designed simplicity of AJAX Presses gives you greater production at the lowest cost. They really "Freshen the Impression!"

SENSITIVE PRESSURE — any desired pressure immediately for perfect finishing. Only AJAX gives you the amazing sensitive pressure for fine, soft, "NO-SHINE" finishing. Your customers can actually notice the difference.

TABLE-LENGTH TOUCH-BAR CONTROL — gives operator greater safety and convenience. Operator makes lay, drops hand, and down comes the head. No groping for concealed buttons or levers. Also operates with foot control to relieve fatigue.

FOR MORE INFORMATION ON HOW AJAX CAN HELP YOU, SEE OR CALL YOUR LOCAL AJAX DEALER — THERE'S ONE NEAR YOU OR WRITE TO AJAX PRESSING MACHINE CO.

... IS WELL DRESSED



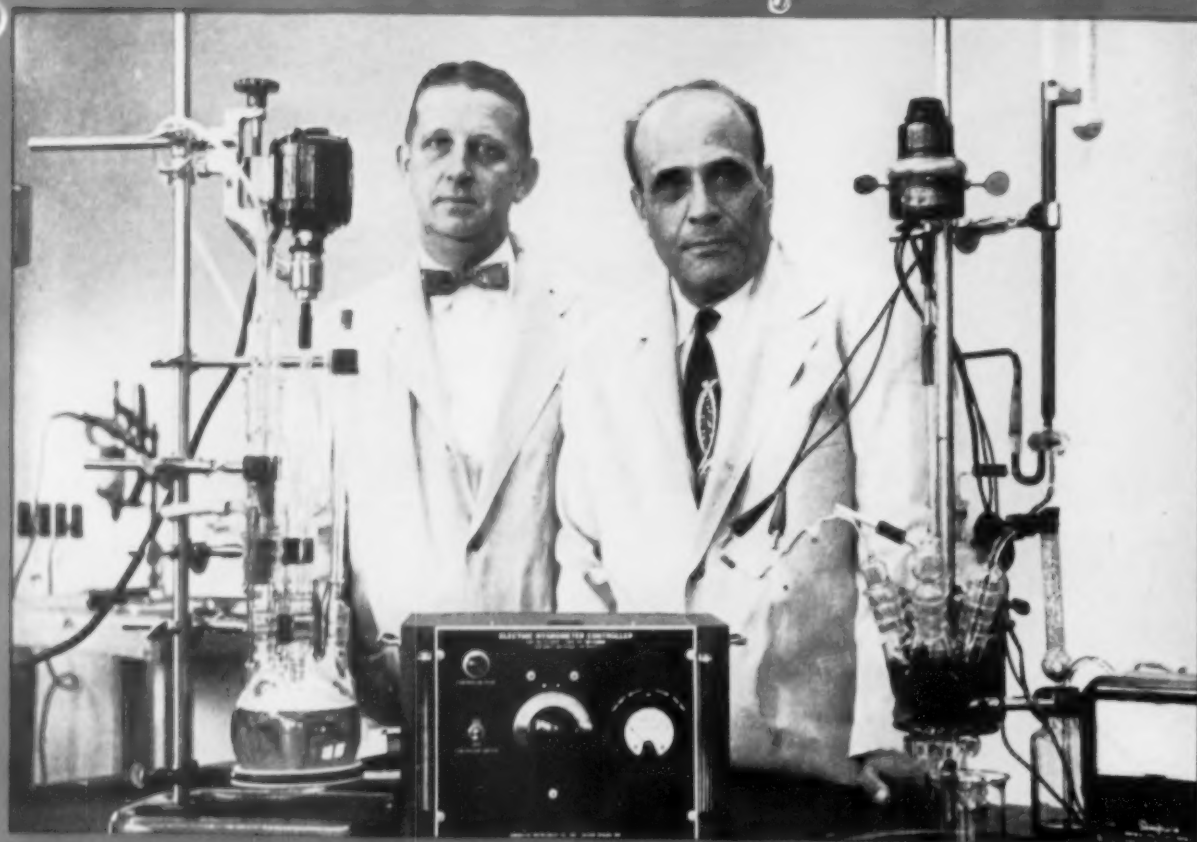
Table Length
Touch Bar Control

AJAX PRESSING MACHINE COMPANY

MANUFACTURERS OF AJAX PRESSES SINCE 1919

SALT LAKE CITY, UTAH

WATER-WHITE



TWO OF ADCO'S TOP CHEMISTS — Dr. J. C. Alexander, Director of Research at Adco, for seven years with National Institute of Dry Cleaning, Silver Springs, Md. and Alexander Fabry for 28 years, Chief Chemist at Adco.

From Adco research comes dry cleaning's newest achievement, to help you create more economically, even more beautiful dry cleaning!

new water-white

TRIPLE-X DRI-SHEEN

You expect more from "Adco"... and get it!

& WONDERFUL

If your charged solvent is dark-

YOU ARE USING AN OBSOLETE CHARGE SOAP!

1. It is no longer necessary to have dark solvent with the charge system when Adco's Triple-X Dri-Sheen is used. **IT IS NOW POSSIBLE TO MAINTAIN CLEAR, PRACTICALLY WATER WHITE SOLVENT EVEN WITH A 4% CHARGE!**

2. Why this is possible.

A. Triple-X is the color of honey, and in a 4% charge is practically water white! No dark, old type bases used to blacken your solvent. In addition having water white charged solvent allows your dry-cleaner to accurately tell even in a 4% charge when all the dirt has been removed and the load is cleared up. Also in case of discoloration due to fugitive dyes you can immediately detect it and do something about it.

B. Triple-X only very slightly affected by Darco or sweetener powders due to its complete solubility. This means . . . you can maintain the light color of your original charge . . . by use of Darco and sweeteners at no increase in cost over your present operation where Darco and sweeteners remove much of your charge resulting in excessive operating costs.

C. The use of Darco and sweeteners in your charge solution means **YOU CAN HAVE CLEAN MOISTURE IN YOUR CHARGE, MOISTURE WHICH IS NOT FULL OF DIRT AND IMPURITIES TO BE TRANSFERRED TO THE GARMENTS BEING CLEANED.** When this happens you get graying and generally poor cleaning as this **DIRTY WATER CANNOT BE RINSED OUT WITH SOLVENT**, no matter how clean your solvent may be!

D. Maximum results with the 4% charge can only be obtained when your 4% charge is kept completely free from color and impurities! **DUE TO EXCESSIVE COSTS . . . (YOUR LOSS OF SOAP BY REMOVAL THRU USE OF DARCO AND SWEETENERS WITH OLD TYPE CHARGE SOAPS) THIS IS POSSIBLE ONLY WHEN TRIPLE-X DRI-SHEEN IS USED.**

E. To prove the above claims we suggest you have swatch tests made on your present charge operation. Then have the Adco dry cleaning technician in your area install, at no charge until our claims are proved to your satisfaction, the Dri-Sheen process with Triple-X Dri-Sheen. Then, again have swatch tests made. The comparison will amaze you.



TRIPLE-X

WORKS PERFECTLY IN ALL TYPES OF AUTOMATIC RELATIVE HUMIDITY CONTROL INSTRUMENTS!

Adco, INC., SEDALIA, MO., U. S. A., Manufacturing Chemists since 1908
the better the soap - the better your cleaning - the happier your customers!

BUSINESS BUILDERS

Revolving Sideline Display



Above the counter at Presto Valet Cleaners in Springfield, Virginia, a double-faced sign carries a variety of sales messages. The sign revolves, activated by a $\frac{1}{8}$ hp. electric motor.

At the time the photo was taken an institutional ad for the holidays was in use. Generally the sign will feature the many sideline services of the company. One effective promotion involved a "before and after" scene. A soiled, wrinkled garment appeared on one side, while a freshly cleaned and finished garment appeared on the other.

Two floodlights illuminate the display at night, so the sign actually works 24 hours a day. Cost of current is negligible. A professional window-display firm changes the sign at about one-month intervals.

Sign Sells Service



An attractive colored sign brightens the call office of Parisian One Hour Cleaners in Salem, Massachusetts,

and acts as a drawing card as well. The sign, placed at the door so all passersby may see, proves to be an interesting way of advertising the one-hour service. The protruding clock and the small ovals point out the advantage of quick service. The effective angling of the sign adds an artistic touch and makes the poster more noticeable.

"Miss Anything?" Envelope

Everything that is found in garment pockets at Southern Cleaners, Paris,

"The Best BUY IN CLEANING IS Quality!"

Miss Anything?

THE FOLLOWING WAS FOUND
IN YOUR _____ AND IS BEING
RETURNED HEREWITH . . .

DESCRIPTION _____

NAME _____

ADDRESS _____ TICKET NO. _____

"THANKS" FOR THE PRIVILEGE
OF SERVING YOU!

Texas, is returned to the customer in this specially printed envelope which is hung on the hanger hook.

"The envelopes cost us three dollars a thousand," L. R. Coker, manager, says, "and we use lots of them. We return everything, even to notes written on bits of scrap paper. All handkerchiefs are laundered and returned, regardless of quality."

"This has proved to be our best advertising. We make a point of mentioning the 'Miss Anything' envelope whenever there is one on a hanger. When we return money that seems to make the biggest hit."

"There is a form to fill in on the face of the envelope. We have the person who places the item in the envelope (usually the marker) make out the information. We think the idea has more value when the envelope is completed with customer's name and address and a description of what we found and are returning."

Name-the-Plant Contest

To arouse interest in the opening of a new drycleaning firm, plantowners Emanuel Stephens and Joseph Lupi of Weirton, West Virginia, sponsored a contest to select a name for the organization. Tri-State Cleaners was the winning entry submitted by William Adams who received a \$100 savings bond.

This name is particularly appropriate since the firm is located on the West Virginia border, situated close to Ohio and Pennsylvania. The company plans to expand its retail pickup service to communities throughout the local three-state area.

Coeds Cheer Sweater Packaging

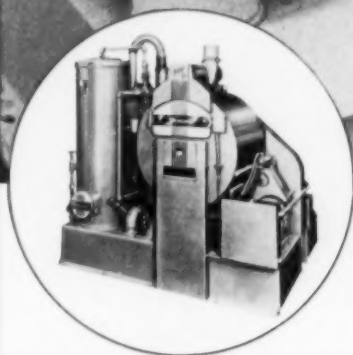
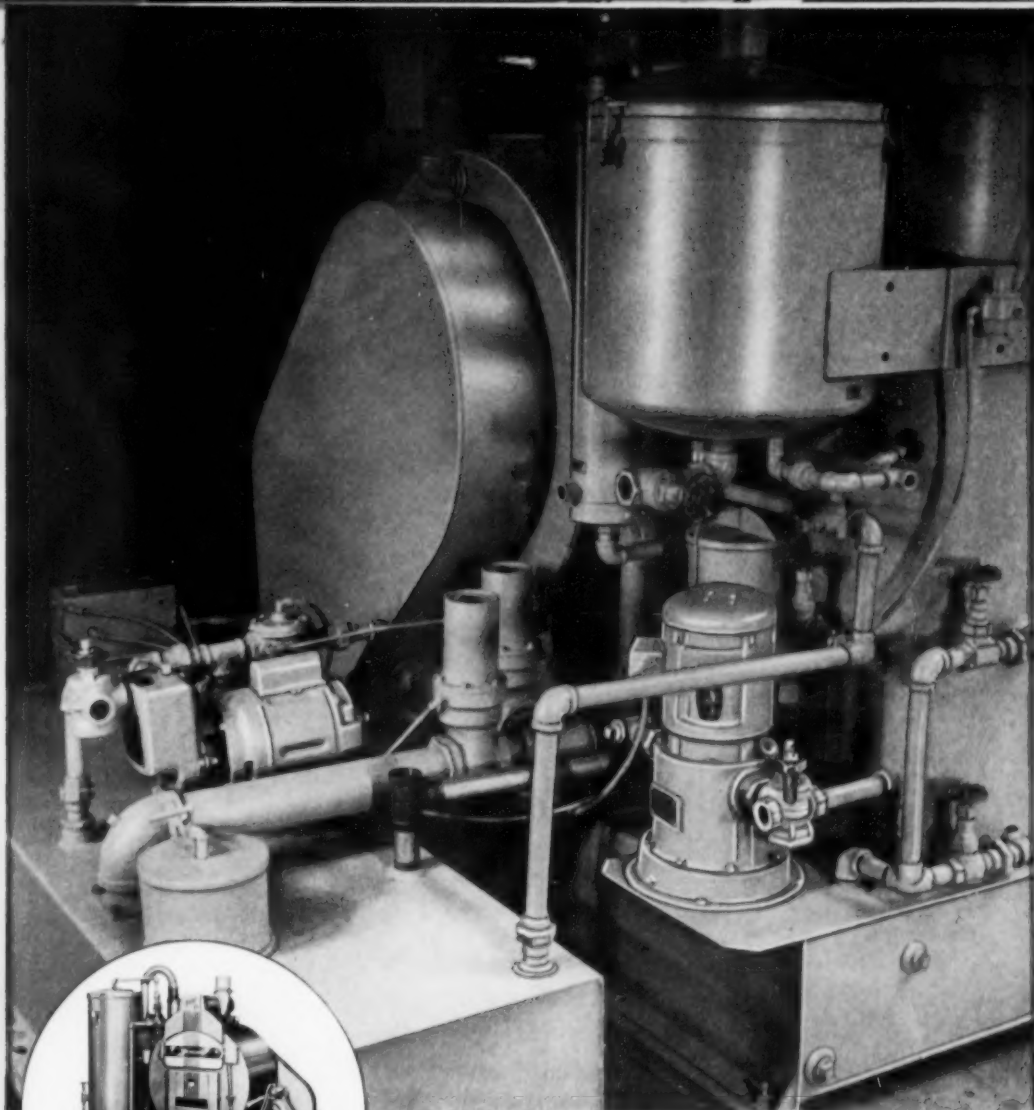


A drycleaner in a college town where sweaters are big business is capitalizing on the sweater trade. His sweaters are folded on a manual shirt folder for easy insertion into clear plastic bags.

Truman Harding (photo above), partner of Acme Bachelor Laundry and Dry Cleaners in Lawrence, Kansas, said he has put sweaters in plastic bags for two years, but he only recently found the worth of the manual shirt folder.

"Without the manual folder," he said, "the job of neatly putting the sweaters in the bags was terrific, but with it a neater job is done more easily."

He uses a plain, rectangular cardboard form like those in shirt pack-



Mercury Cleaning Systems use Marlow Pumps exclusively on their Numatic Perchlor and Petroleum Dry Cleaning Machines. These Marlow Self-Priming Centrifugal Pumps were selected for the fully-automatic, single-bath and two-bath units because of their quiet, long-lasting, trouble-free operation. Shown above are both a space-saving Marlow vertical and a Marlow horizontal pump.

marlows are long lasting!

With long-lasting Marlows, pump replacement is practically a thing of the past. There are no close clearances or meshing gears . . . hardly anything to wear. These dependable pumps are almost fool-proof and even pass suspended solids and lint without damage. An exclusive shaft-seal eliminates leakage, minimizes fumes, prevents solvent loss and assures dry floors. For new machines, plant modernization or replacement . . . make it a Marlow. See your Marlow dealer today or write for Bulletin DC-04.

MARLOW PUMPS

Division of Bell & Gossett Company

Morton Grove, Ill. MIDLAND PARK, N. J. Longview, Texas

ages. For easier handling by the customer and the routeman the bags are stapled to a hanger.

"Coeds from nearby Kansas University offer much favorable comment on the appearance of their cleaned sweaters in the bags," Mr. Harding said. "They also tell me they use the bags for storing sweaters in season, as well as for hose and other clothing."

When springtime comes, coeds find the bags suited for moth protection.

New Arrivals Get Name Plates

Personalized front-door name plates are being offered free of charge to

new residents in its trading area by D. Hackerman Cleaners & Tailors, Pikesville, Maryland. The solid brass plates, appropriately inscribed with the name of the new arrival, are said to be a \$3.95 retail value and cost Hackerman \$1.25 apiece.

A mailing piece sent to new families in the area suggests they bring some garments in for trial cleaning and fill out a registration form for a plate to be delivered 10 days later. If the new customer is not satisfied with the cleaning, no charge will be made although the plate may be kept without charge.

Approximately 100 name plates

have been distributed by Hackerman's route salesman. His method involves stopping off at the home of a new arrival and asking for the family's complete name. When the plate is ready the route salesman delivers it with an attractive greeting card. He carries a screwdriver with him and offers to put the plate up near the door. Of the 100 families who have received free name plates on the routes, Hackerman has made 100 new customers.

Free Movie for Goodwill

Appealing to both youngsters and grownups is the annual promotion staged by Quality Cleaners, McKees Rocks, Pennsylvania. Each year this firm sponsors a movie at a local theater and proprietor Angus Gottus invites residents of the area to be his guests at a showing. Not only is it fun for those attending but a fine goodwill builder for the firm.

Speed and Quality Trademark



1 Hour Valet, Phoenix, Arizona, created these "Jiffy" and "Nifty" characters to advertise their speed and, more important, their quality. Then this trademark was made into a large sign: Jiffy hurrying to the 1 Hour Valet and Nifty strutting, very pleased, after availing himself of the fine quality of 1 Hour Valet's service. A large arrow directs Jiffy's footsteps to the front door.

A sign like this identifies each of the firm's four plants and eight call offices. Installed, each sign cost \$2,000.

"We use the trademark in all of our advertising," owner Marvin White says. "It's on our phone book ad, every page of our city directory and Jiffy and Nifty are animated on our TV advertising. They speak the message, too."

"They've done a wonderful job for us. These two characters can indirectly tell our story repeatedly and with a lingering effect that we couldn't possibly achieve otherwise."

SAV-WAY

PIECE-COUNT SYSTEM

Another **Economy, Accuracy, Efficiency** *Scoop*

...by the **ORIGINATORS** of the **PRE-MARKED STRIP TAG SYSTEM**

So Easy to Use... with any System, only 59¢ PER 1,000 TAGS!

10-Colors
Strip sizes from 1 to 8 Pieces in each color

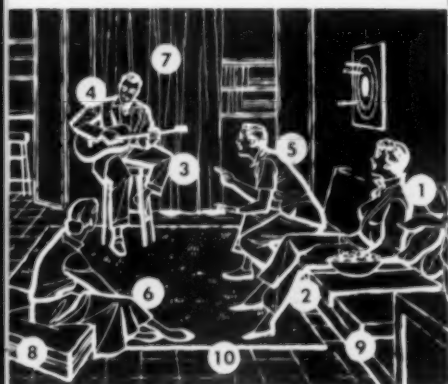
Count the pieces in bundle. Select a SAV-WAY Strip of same number. Attach Master-Tag to Invoice and Marking Tag to Garments. To assemble Orders, simply match-up the numbers.

Consult your Jobber, or write

PRE-MARKED STRIP TAG CO.
3232 INDIA • SAN DIEGO, CALIF.

Cut Cost! No Waste! Give Positive Identification! Improve Marking!

They're
moving...
are you?



People are moving—but that's not all. They're changing the way they live and the way they dress. Look at the typical home scene sketched above. Look at all the drycleaning dollars available in today's modern living... for the most part these items were hardly thought of in terms of drycleaning a few years ago: (1) ladies' blouses, (2) ladies' slacks, (3) men's slacks, (4) men's sport coats, (5) men's sport shirts, (6) ladies' skirts, (7) drapes, (8) zip-off pillow covers, (9) furniture slip covers, (10) scatter rugs.

Your number one business opportunity today is in *Expansion*... expansion that's necessary to meet a rapidly changing market... and *you*, who are already in the industry, are best suited to take advantage of this opportunity.

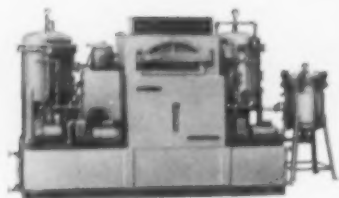
The three definite areas that provide for expansion are: (1) the planned-community suburban areas, (2) the newer residential areas that have enjoyed a gradual growth and (3) the old, established neighborhoods where market conditions have changed.

Want facts?... facts that will spark your imagination and make your wallet bulge? You get them in a new booklet prepared expressly to acquaint you with the future of the drycleaning industry. Send for it... there's no charge. Every drycleaner should have this information.

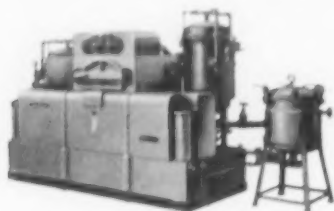
Expand...

the time is Now
the equipment is-

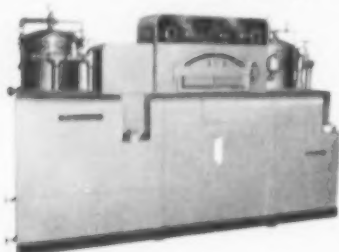
DETREX



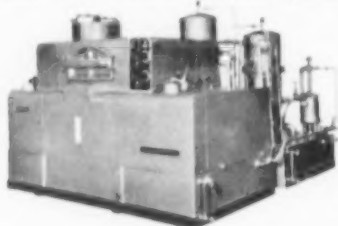
Coronet—60 to 80 lbs. capacity per hour.



Monarch—100 to 140 lbs. capacity per hour.



Diplomat—150 to 200 lbs. capacity per hour.



Ambassador—Over 250 lbs. capacity per hour.



Synth-O-Saver—
Available in either 35 or 50 lbs. capacity per load.

DETREX *makes it easy to expand...*

1 . . with IDEAL equipment

Detrex drycleaning equipment is ideally suited for your expansion plans. With Detrex you get automatic quality control, trouble-free operation, and flexibility in installation, operation and capacity.

This means you can expand with an absolute minimum of management supervision at your new location. The fool-proof push-button operation turns out high quality cleaning in volume, load-after-load, year-after-year, without need for constant supervised attention.

. . . featuring the finest, most compact filtration system in the industry!

With the Detrex Steady-Flo filter system you start each day with perfectly clear filters and continue to have a near constant rate of filtration all day—every day. Steady-Flo gives you an automatic filter back wash after each load; muck is transferred from filter to cooker under pressure . . . no more filter downtime while sludge is being stripped.

The Steady-Flo filter requires a minimum of maintenance and eliminates the dreaded dirty clean-out job. Filter powder is added but once a day and spent filter powder is removed from the sludge cooker dry . . . with a minimum of perc odor. When you see Steady-Flo in operation you will agree that it is the finest filtration system yet devised.

2 . . with a NEW LEASE PLAN!

Now you can lease ANY Detrex drycleaning machine . . . no lease restrictions on the model of machine. This makes it easy for drycleaners to expand their drycleaning operations with an absolute minimum of cash outlay . . . in fact, often with no cash required.

3 . . or, with EASY FINANCING

Detrex Finance Corporation will work with you to assist in financing the purchase of all your equipment, if you so desire. The decision is up to you. You can handle the finances any way you prefer, but if you so desire, Detrex Finance Corporation is ready to assist you.

DETREX CHEMICAL INDUSTRIES, INC.
Dept. D-70
Box 501, Detroit 32, Michigan

- ☐ Send me complete information on the LEASE PLAN.
- ☐ Tell me how Detrex can assist me in expanding.
- ☐ Send full information on the Detrex Process.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

DETREX CHEMICAL
INDUSTRIES, INC.
BOX 501, DETROIT 32, MICHIGAN

LEGAL DECISIONS

By A. L. H. STREET

Garment Insurance

Please review some of the major aspects of garment insurance.

Every cleaner who receives garments for storage or processing should be interested in what a New York court decided—and in a point which it was not called upon to rule—in a case where a cleaner received coats from a customer for storage under agreement to insure them. The coats were, in turn, entrusted by the cleaner to a processing cleaner for storage and were subsequently destroyed by fire. The suit was brought by the customer against the first cleaner and the insurance company with whom the cleaner carried fire insurance. (*Mortenson v. Chook*, 145 N. Y. Supp. 2d 609.)

Mortenson, the customer, left a fur coat and a cloth coat with Chook for summer storage. (Below we refer to Chook as "first cleaner.") Apparently Chook had no storage facilities of his own and passed the coats on to A & S Cleaners, processing cleaners, for storage. The customer made no claim against A & S Cleaners. So, the court had no occasion to determine whether A & S Cleaners was liable to anyone on account of the fire loss at its plant. However, it would seem that if the customer understood that the coats would be held in storage by the first cleaner he could have held the latter liable for the value of the coats. So, if the first cleaner did not notify the customer when the coats were received that they would be sent out for storage he ran a legal risk in failing to do so. That would be enough to make him liable, because a cleaner has no right to entrust a customer's garments to a third party without the customer's consent.

The storage receipt delivered to the customer valued the coats at \$900 and fixed the charge at \$13 for storage and insurance, stating that the garments were "insured against fire and theft." Apparently, no mention was made as to what company carried the insurance nor what conditions were stated in the policy. The customer testified that he did not know what the conditions were.

The customer sued the first cleaner and the insurance company jointly. The insurance company denied liability on two grounds: (1) that the suit was not started within one year after the fire as required by the policy, and (2) the first cleaner had not com-

plied with a clause in the policy requiring monthly reports of valuations of customers' garments.

The court decided: 1. By charging the customer for insurance of his garments, the first cleaner obligated himself to carry insurance that would protect the customer. 2. Whether the cleaner had complied with the conditions of the policy so as to protect the customer by valid insurance was a question to be decided on final trial of the case. 3. The customer has a right to sue the insurance company because the policy stated that it covered the cleaner's legal liability to his customers. 4. Because the customer did not know how the policy was worded he was not bound by the clause which required suit to be brought within one year after the fire loss occurred. Because the policy insured against the cleaner's liability the year limit for suit should run from the date when the cleaner's liability to the customer was established and not from the date of the fire loss.

The decision, in this case being that of a minor court, dated October 31, 1955, is subject to review by a higher court on appeal and to being modified or set aside if the higher court deems it to be incorrect. Nevertheless, the decision is of considerable importance as showing that when cleaners agree with their customers to insure garments and take out policies, they should understand just what rights the customer gets under the agreement, with regard to both the cleaner and the insurance company.

Legal Book Ready

A new book on "Legal Decisions for the Drycleaner," by A. L. H. Street, has just been published by The NATIONAL CLEANER & DYER. Based on Mr. Street's monthly department in this magazine, the book comprises the author's replies to numerous reader inquiries about specific legal problems. These answers cite the decisions of our courts in similar cases, for the guidance of the drycleaner and his attorney.

The problems discussed are classified by subject for convenient reference.

"Legal Decisions for the Drycleaner" is available at \$2.00 per copy from:

The NATIONAL CLEANER
& DYER
305 E. 45th St., New York 17, N. Y.

Injury to Employees

Is a drycleaner liable for employee disability caused by strain from carrying heavy loads?

Yes, declared the Kentucky Court of Appeals in the case of *Adams Uniform Service, Inc., v. Holt*, 236 S. W. 2d 733.

Carrying clothing weighing about 100 pounds up two flights of stairs, a Kentucky routeman felt a sharp pain in his lower back as he reached the top. After resting for 30 minutes he delivered the load and two or three more loads up the stairs. Next day he was unable to work and his wife reported the injury to the route supervisor. After treatment he worked for two days but pain returned and doctors diagnosed his condition as a herniated disc, requiring surgery. The employer claimed that the back condition was a result of a pre-existing ailment.

The employee won an award under Kentucky workmen's compensation on the theory that the employee's disability was directly caused by the strain of carrying the heavy load.

Indefensible Damage

What are the chances of a cleaner defeating a suit for damage to garments delivered to him in apparently good condition and returned practically useless?

Practically none, as exemplified in a decision rendered by the Supreme Court of Massachusetts.

The brief opinion of the court shows that an award of \$50 by the Boston Municipal Court for damage to a woman's coat was based upon evidence that when returned "the whole thing was torn to pieces" and "was stiff as a board." (*Ford v. Coolidge Cleansers, Inc.*, 138 N. E. 2d 638.)

In upholding the award when the cleaning company appealed, the Supreme Court seemingly concluded that the company had failed to show that the damage resulted from a cause for which it was not at fault. The decision is in line with what all courts declare, that a customer establishes a right to damages by proving that the cleaner received a garment in good order and returned it in damaged condition, unless the cleaner overcomes a presumption of fault.

EDITORIALS

A Look Ahead

Science is a wonderful thing. We understand there is a new wonder drug on the market so strong one has to be in perfect health to take the medication. Then there is another so new they haven't even found an illness that it can cure.

Great strides have been made in other directions. Take, for example, the new grass that grows only two inches, then stops. Goodbye to lawn mowing. Even telephone-television is literally only months away.

The charged system, air-driven presses and automatic conveyors make the cleaners' production problems easier to solve. But there is one serious problem confronting industry, especially cleaners, that cannot be solved by push-button methods. We refer to manpower, or the lack of it.

The next 10 years will be trying times for those not aware of the facts. The birth rate in America the past 15 years has been phenomenal. The country is growing at the rate of 220,000 new citizens per month. But those coming into the labor market today were depression-born, when the birth rate was at its lowest. For example, in 1954 fewer people came into the 21-year age bracket than any time in the past 40 years.

In spite of the fantastic increases, in 1955 there was a population decrease of about a million in the 13-to-29-year age bracket. Most of our workers fall in the 25-to-45-year age group. By 1965 this segment will show a *decrease* of some 136,000.

Cleaning machines and presses are wonderful, but they still need people to operate them. The farseeing plantowner will institute an intensive training and recruiting program now. The law of supply and demand, as it applies to manpower, will make competition tougher than ever.

Minimum wage legislation by the Federal government still threatens our industry. There has been apathy on the part of cleaners toward fighting this. National and state associations, and this paper, have carried repeated warnings of the dangers.

In spite of this, many cleaners feel that they have to pay the \$1 minimum, anyhow, to compete for labor, so why bother to protest. Such apathy is understandable, but it can prove very costly to the average small-plant owner.

The reasons why are many, and vital. First, it adds to inflation. If the rank beginner gets

that much, everyone along the line will want to be up-graded. Another factor is that it adds further gov-

ernment control, requiring the keeping of still more forms and records. Another, it isn't right for the Federal government to institute controls over what is essentially an intrastate industry.

Your personal letter to your Congressmen, before final action is taken on this legislation, may turn the tide.



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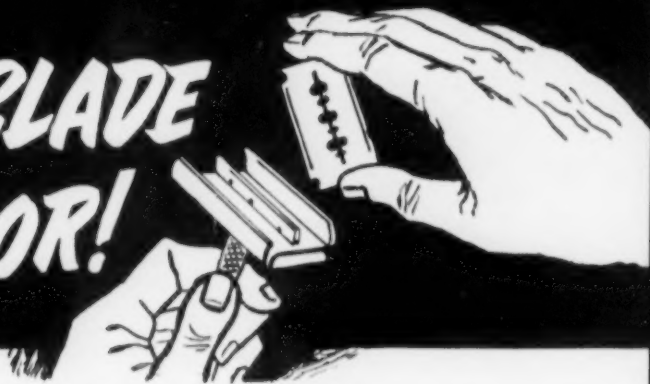
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without the RAZOR!**



and . . . you can't use

PLASTIC BAGS

without the Bishop

BAG-O-TERIA

PAT. APP. FOR

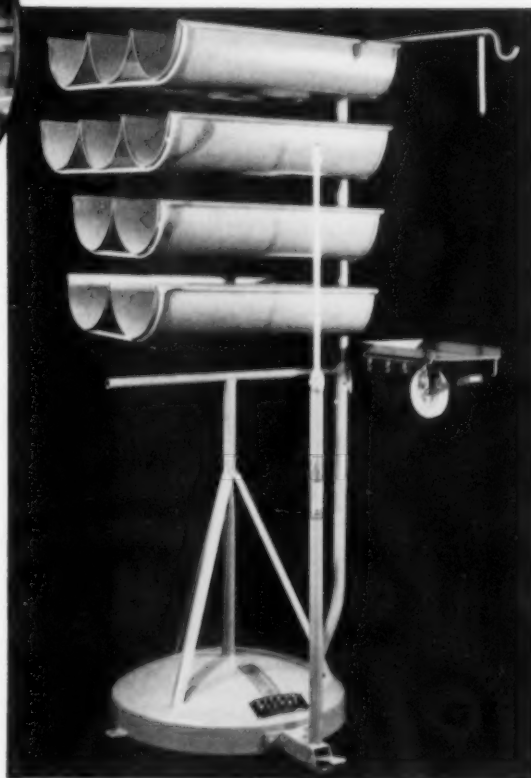


Mr. Drycleaner

Only with a BAG-O-TERIA
can you obtain maximum
benefit and economy from
plastic bags. There's a
model just right for you
. . . in plant and stores.
Order From Your Jobber.

Model B30-44, Four-shelf Unit \$165.00
Model B30-43, Three-shelf Unit 149.00
Model B30-42, Two-shelf Unit 135.00

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TEAR-PRUF

Any bag *glides* over
"Rollo-Top" end of
bagging rod—safely!

SLIP-PRUF

Always **ONE**
at a time The others
STAY PUT

EASY-LOADING

Shelves
swing out



BISHOP DAVID FREEMAN CO.

MFRS., EVANSTON, ILLINOIS, U.S.A.



"There is nothing static about the drycleaning industry."
—Prather



"Motivation Research tells why as well as what people are thinking."
—Gilman



"Cleaners can anticipate one shirt for each dollar of drycleaning revenue."
—White



"Consumerism is more important than production."
—Whitney

Golden Future Forecast At Golden Anniversary

Enthusiastic convention backs up prediction of industry greatness

By ART SCHUELKE

THERE IS NOTHING STATIC about the drycleaning industry. This was the observation of Frank Prather, president of the National Institute of Drycleaning. The ability to expect the unexpected and adapt to change is the key to the success of all cleaners, according to his keynote speech at the recent NID annual convention. This was the fiftieth anniversary meeting of the association. It was held at Atlantic City, New Jersey, March 7 through 10, and drew unprecedented crowds.

This convention proved many things. First, that this is a vibrant, strong industry. Second, that cleaners are in the market for new products, new ideas. The record-smashing attendance proved without a shadow of a doubt that exhibit conventions are a must. After a two-year drought, the deluge of machinery on display brought out more than 16,000 people to see the show.

As stated by Mr. Prather, no one has been satisfied with the old arrangement of exhibit shows on alternate years. Nor should NID and American Institute of Laundering hold a joint exhibit annually. He raised the point recognized by all industry leaders that laundering and drycleaning are two distinct industries.

Another solution was proposed.

Speaking for the NID, Mr. Prather suggested that in 1959 AIL have its convention in the same city as NID, on dates immediately preceding the NID convention and exhibit. AIL members attending their meetings could stay over to see the NID machinery exhibit. The following year the schedule could be reversed.

Thus, each industry would put on the exhibits in alternate years. Both fields would be assured one show a year. The exhibitors would show equipment of interest to both industries. But both associations would continue to hold their own conventions and meetings. They could cover problems pertinent to their own fields.

Meanwhile, the allied trade firms would only have to prepare for one show a year. Results of this sound suggestion will be forthcoming soon.

Mr. Prather reviewed briefly the progress of the industry during the past 50 years of the NID's existence. He predicted that if the industry is to reach the greatness within its reach it must meet four challenges:

1. Self-appreciation
2. Join the NID; become aware of its importance
3. Remain skilled in the craft
4. Satisfy the customer

Self-appreciation has been lacking in the industry. We are actually held

Spirit of Service Awards

At the opening session of the convention, Past-President Willard M. Cannon presented plaques to the four winners of NID's 1956 "Spirit of Service" program. The awards were made to drycleaners who work together in groups to extend their Spirit of Service beyond purely business relationships.

First category—more than 50 firms participating

Most outstanding—Harris County Cleaners and Laundry Institute, Houston, Texas

Runner-up—Cleveland (Ohio) Cleaners Institute

Second category—less than 50 firms participating

Most outstanding—Peoria (Illinois) Institute of Drycleaners

Runner-up—Special Olympic Drycleaners Committee of the California Drycleaners Association



EVERY SESSION found the meeting hall jam-packed

in high regard by the public, something underestimated by most cleaners, he said. Increased membership in the NID will make for a stronger industry. What is good for the NID is good for all cleaners. Mr. Prather re-emphasized this at a special luncheon held for the business paper press. At that time he was promised even stronger support by at least one magazine.

His third challenge to cleaners was to keep abreast of technological developments in the field. Armed with this knowledge cleaners could better handle the fourth point of the talk, that of satisfying the customer. The prime motive of successful selling is not profit, but the interest of the consumer, according to Mr. Prather.

He next introduced Mr. and Mrs. William F. Kranstover of Milwaukee, Wisconsin. They attended the convention as guests of the NID, in recognition of the fact that Mr. Kranstover was one of the founders of the NID back in 1907 at Milwaukee. He served as the organization's first secretary-treasurer.

New research project revealed

One of the highlights of the show was a report to the industry by the Institute for Motivational Research. This organization had been commissioned by the NID to make an exhaustive study as to what motivates people to buy—or not buy—drycleaning. Dr. Ernest Dichter, president of the company, was unable to attend because of bad flying weather in England. In his stead Irving Gilman, vice-president of the same organization, presented the results. He explained that such surveys must be done in depth. That is, that people will attempt to give a logical answer when asked a direct question. Actually, they are probably motivated by something completely different from the stated answer, so the questions have to be carefully posed.

One of the main fears that people have of drycleaning is that it is harm-

ful to the garments. He suggested that merchandising be pointed to longer life of fabrics, through drycleaning.

Counter and telephone selling explained

Second-day sessions were conducted by Walter R. Duncan, past president of the NID. He introduced Harry C. Battaile, superintendent of sales training and information for Eastern Air Lines. Mr. Battaile revealed the techniques used by his firm in training its sales force of 2,000. This is done by the same person who hires the trainee, and who is also responsi-

ble for the results that individual achieves.

Because of streamlined methods most trainees can handle 75 percent of all transactions within a week, he stated. The four basic areas covered are:

The company, its background and policies

Reasons for policies and procedures

How these are put into operation

Company's general plans for future

Courtesy was also stressed, with individual suggestions made to the

Continued on page 42



INDUSTRY LEADERS discuss sales. Where to find salespeople; how to handle route and counter sales were covered by above speakers



At left: "Shirts are BIG."—Antonopolous. Right: "A drycleaner is my clothes' best friend."—Miss Pardini

For Sanitone Licensees ...

the Hottest Sales



Builder in the Industry!

Sanitone Joins with Walt Disney Productions to Offer Sanitone Dry Cleaners

Exclusive Rights to Disney Costume Play Bags

For the first time in the history of the Dry Cleaning Industry, the powerful Walt Disney name will be linked with a really spectacular promotion, all designed to promote the sale of the services of Sanitone Licensees everywhere. Recognized by the Disney organization as the best-known "quality" name in the field, Emery has been selected as the most logical outlet through which to offer dry cleaning bags on which will appear, life-size, the same garments worn by Disney characters in such famous movies as Cinderella, Bambi, Fantasia, and

others. Here's how it works with Cinderella for example—

Garment bags are printed as illustrated. When the garment reaches home, there it is all ready for the child to cut out the armholes and neckline and she slips into her world of fantasy. For boys the Jaq bag needs only eyeholes and armholes cut out to make him the mischievous mouse. But—when their envious pals see them parade in the neighborhood, Mamas everywhere will be asked to send clothes to the Sanitone Plant to get more bags!

WHAT DOES ALL THIS COST?

***NOTHING—if you are now using two-color garment bags
—A few cents a thousand if you have been using one-color bags***

Just imagine the power of a promotion tied in with the tremendous nationwide Disney publicity organization—which speaks through two of the country's most popular TV programs, through thousands of lines of advertising in newspapers and magazines.

Then add to that the heavy local promotions, directed by Disney Productions and carried through by the theater owners of your community—with tours featuring the Mouseketeers, TV personalities, parades, special kid shows, etc. Since Disney plans 3 releases of these classic films to reach the new crop of youngsters who have never seen a Disney masterpiece, this

promotion (with new character bags) gains a new lease on life. And theatre owners everywhere are helping licensees do the biggest job when the movie hits town.

This is one more example of Sanitone's never-ending search for ideas to increase Licensees' sales. Of course the Sanitone Program offers the best and simplest method of cleaning clothes—that's basic. The *extra* feature—offered by no one else in the industry—is the aggressive advertising and merchandising aids to build sales volume.

Are you prepared to grow? Ask about Sanitone franchises available in your market.



SANITONE Dry Cleaning Service

A division of Emery Industries, Inc. Carew Tower, Cincinnati 2, Ohio



MORE THAN 12 countries were represented at convention. Above, left to right: Edgar Davies and Ian Barkley of Sydney, Australia; Harry Taylor of New Zealand; Stan Gadden of Sydney and Alan Tilsley of Wollongong, Australia



SPECIAL MEETINGS and functions were held. Shown above are new officers of allied trades "Old Timers' Club." Left to right: Jim Crowley, secretary-treasurer; Bill Ellis, retiring president; Harlow Gaines, new president, and Al Gans, vice-president

Continued from page 39
trainees. These include more attention to smiling, remembering names and similar traits of courteous manners.

Sales training by cleaners

After Mr. Battaile's talk, three outstanding representatives of the industry gave their experiences on sales training. One talked about recruiting salespeople, another discussed route training while the third covered counter selling. In that order they were James Robertson of Watkins Cleaners, Portland, Me.; Robert E. Samble from Belmont Laundry, Springfield, Mass., and Helen Jones Rea of Swan Cleaners, Columbus, Ohio. Their comments will follow in a later issue of this magazine, in detail.

Another insight into psychological selling was given the jam-packed audience by Millard Bennett of "The Voice of Selling." More and more, psychol-

ogy is being recognized as a working tool for merchandising and management. That this was stressed by the NID on the program is significant.

Third-day activities

Frederick E. "Ted" Bowers presided over the next day's sessions. A three-man panel of drycleaners discussed their experiences in the shirt laundering business. The remarks were moderated by William White of the NID. The panel included Roger O'Connor of O'Connor's Cleaners at River Forest, Ill.; Arthur Antonopoulos, Highland Cleaners of Lowell, Mass., and Donald E. Strater of Toledo, Ohio.

All have engaged in shirt laundering, for periods ranging from a few months to 10 years. In answer to the question "Should a drycleaner do shirts?" the consensus was that he should, with certain reservations.

Such a venture raises many problems. Among these are floor space, boiler capacity and training. Each man pointed out the many trials and errors during the early days of his plant's shirt operations. They all agreed that they were glad they had gone ahead with operation shirt, in spite of the many problems. They all agreed a cleaner should study his individual market to determine its potential before starting a shirt laundry. Mr. White pointed out that a recent sample survey by the industry indicated that a drycleaner could expect about one shirt for each dollar of drycleaning being done by that plant.

A lovely added attraction

A surprise feature followed the shirt discussion. The Utah Drycleaners' Association has recently sponsored a scholarship contest among high school seniors in that state. All students in

Election Results Announced

Four drycleaners were elected to the board of directors of the National Institute of Drycleaning and the Institute president and vice-president were elected to succeed themselves, at a meeting of the Institute membership March 10.

President Frank A. Prather of Prather Drycleaning, Fort Myers, Fla., and F. E. Bowers, of Parisian Cleaners, Lynn, Mass., were reelected as president and vice-president respectively to serve for a second year.

The new directors are:

L. E. Bancroft of Bancroft Cleaners, Morenci, Mich., District 4, covering the states of Michigan, Ohio and Indiana.

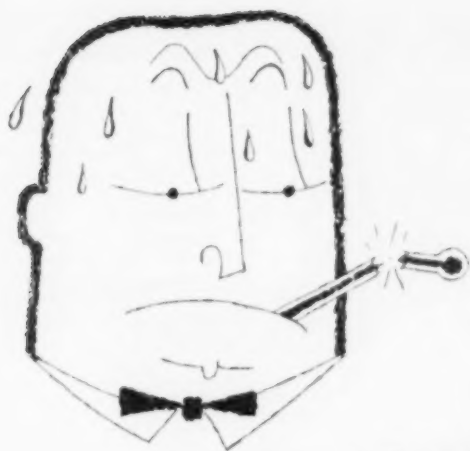
W. A. Boone of Boone Cleaners, Elizabethtown, Ky., District 7, covering the states of Delaware,

Kentucky, Maryland, Virginia and West Virginia, and the District of Columbia.

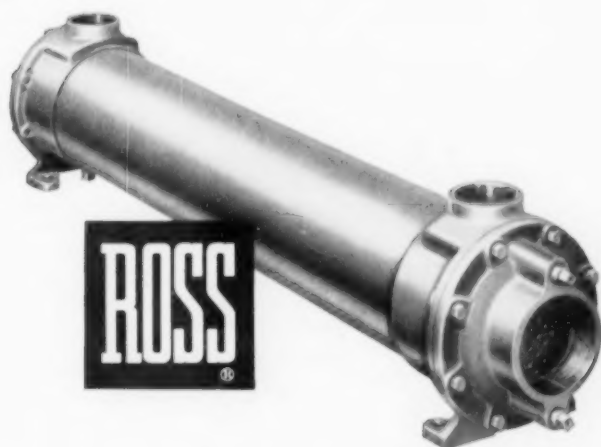
Pat L. Plylar of Utopia Cleaners, Birmingham, Ala., District 9, covering the states of Alabama, Arkansas, Louisiana, Mississippi and Tennessee.

Bernard Spivey of Master Cleaners, Albuquerque, N. M., District 10, covering New Mexico, Arizona, Texas and Oklahoma.

The newly elected directors replaced the following whose three-year terms had expired: District 4—Sam Darko of Darko Cleaners, Indianapolis; District 7—Thomas Ogden of Spitzer the Cleaner, Richmond, Va.; District 9—Earl Rush of French Unique Cleaners, Alexandria, La.; District 10—William E. Brasel of Brasel Cleaners and Furriers, Clinton, Okla.



just what the doctor ordered for your solvent ailments



ROSS SOLVENT COOLER

Don't let unruly solvent temperatures sap the strength of your business with damaged garments, claims, lost customers and unhealthy working conditions.

Take the time-proved remedy: Install a low-cost Ross Solvent Cooler. Easy to hook up, this compact dependable unit will assure top cleaning quality by keeping solvents at the safest and most efficient temperatures.

You won't have to worry about run-away solvent temperatures causing color bleeding, ruined sizings, stubborn wrinkles, solvent discoloration, relaxation, "felting," difficult spot removal and generally poor cleaning quality.

You will avoid the hazards of overheated solvents: Plugged filters, lost working hours from sickening fumes, fire and explosion.

It's a heater too! The same unit, using steam or hot water, is equally efficient as a solvent heater for winter service, assuring year 'round temperature control. Protecting your time, your money and your reputation, a Ross Solvent Cooler is just what the doctor ordered to keep your business *in the pink*.

Make sure you get the complete story without delay by mailing the coupon below or calling your equipment distributor.

Ross Heat Exchanger Division of American-Standard, Buffalo 5, N. Y. In Canada: American-Standard Products (Canada) Ltd., Toronto 5, Ont.

ROSS HEAT EXCHANGER

Division of **AMERICAN-Standard**



ROSS HEAT EXCHANGER DIVISION, BUFFALO 5, N. Y.

Rush literature and prices on your solvent cooler at no obligation to me.

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

the upper half of their classes were eligible to write an essay on "Why a Drycleaner Is My Clothes' Best Friend."

The winner, lovely 18-year-old Antonette Pardini, and her mother were invited to the convention from their home in Ogden, Utah. She presented her essay, to the delight of the audience. In it, she personified a woolen dress, hanging in a closet. The "remarks" of the dress expained how she and fellow garments enjoyed the feeling of freshness and pride after being drycleaned.

"Consumerism" stressed

Robert A. Whitney, president of National Sales Executives, wound up the session with a stimulating talk on the opportunities that lie ahead for the industry. He pointed out the continuing population growth and unprecedented prosperity for the country within the next few years. He

stated that those who will realize the greatest gains are those who think about the customer and do an aggressive merchandising job. Those who think only of production will not succeed. He also pointed out the value of the psychological approach, the use of color in packaging. We must think in terms of the consumer, not ourselves.

NID takes over

The final day was devoted to talks by staff members of the NID. They picked up the theme of President Prather, concerning the fact that the industry is on the threshold of greatness. The staff members comprised a panel discussing "Where Do We Go From Here?"

Albert E. Johnson talked about the drycleaner, no longer the forgotten man. He mentioned the growing awareness of the garment industry to the drycleaner and his problems.

State Secretaries Organize

A special meeting of state association secretaries resulted in the formation of a brand-new organization. Its starting membership is 16, and it is international in scope. Its purpose is to provide an interchange of ideas among the several secretaries for greater efficiency within their own associations.

George Shepherd of California was elected president, Charles Truxal of Ohio is vice-president and D. H. Currie of Ontario, Canada, is secretary-treasurer.

There is greater cooperation between the two fields than ever before.

Robert T. Graham told of new textile finishes. Then Dr. Joseph Wiebush talked of the new perspectives in drycleaning research. These and the talks that followed will be included in detail in subsequent issues of NATIONAL CLEANER & DYER. The final three talks were by Charles R. Riggott, John Ireland and William Browne. They discussed quality, the future drycleaning room, and selling, in that order.

The convention discussions wound up with a talk by Dr. William E. Coughlin, director of consumer services for the Celanese Corporation. He commented on the advances made in textiles in the past 50 years and the challenges that lie before his industry and ours in the years ahead.

Exhibits draw crowds

Afternoons were given over to visiting the exhibits at Convention Hall. All manufacturers reported that sales were excellent, that cleaners were in a buying mood. New styling and colors of equipment perhaps had much to do with the interest and enthusiasm of the crowds. Nearly 60,000 square feet of space were devoted to the displays.

There was an extremely large turnout of foreign visitors, too. Among the countries represented were Australia, New Zealand, Canada, France, Spain, Germany, Peru, Switzerland, Scotland and India. # #



OFFICIAL ATTENDANCE was 16,186 registrations. Enthusiasm and buying interest were never higher than at this record breaking show



REELECTED OFFICERS look to next year with smiling confidence. At left F. E. Bowers, vice-president, of Lynn, Massachusetts. Right: President Frank A. Prather, Fort Myers, Florida

NID Alumni Honor Miss Mike

In recognition of her 30 years of service, the alumni of NID held a special breakfast meeting for Miss Edna Michelsen. President Dick Kelley of Melody Cleaners, Oklahoma City, presented her with a special gold lifetime membership card to that organization. Miss "Mike" is about to retire from the Institute.

TURN PROBLEMS
INTO PROFITS...

WITH **DETREX--B&G**
DIALAMATIC CONVEYORS



*Dial and deliver . . .
easier, faster than
dialing a telephone*

Increase Service Efficiency . . .
Improve Customer Relations . . .
Eliminate Waste Storage Space . . .

Yes, now you can give service in seconds on every drycleaning order . . . and you can do it without deserting the customer to search for the order. Because now, with Dialamatic Conveyors, your attendant merely dials the order number and the garment is delivered immediately, automatically to the sales counter . . . no more delays, confusion or inefficiency. And that's not all! Patented 30° hanging eliminates aisles, allows you to handle 39% more volume in your present storage area.

Dialamatic pays for itself in time and space savings alone but, more important, Dialamatic increases customer satisfaction, builds traffic, boosts profits. Want complete information? Fill out the coupon below and drop it in the mail today.

Here's What Dialamatic Users are Saying:

"Since installing the conveyors our business has increased approximately 40%."

"... one of the finest business builders ever to be developed for the drycleaning trade."

"The hours saved at both ends of the conveyors have drastically reduced our costs."

"Our customers constantly comment on the efficiency of our conveyor system."

"We've had customers bring their neighbors into our plant just to show them the conveyors."

DETREX

CHEMICAL
INDUSTRIES, INC.

BOX 501, DETROIT 32, MICHIGAN

DETREX CHEMICAL INDUSTRIES, INC.

Dept. AD-70

Box 501, Detroit 32, Michigan

Please send at once, full details on Dialamatic

NAME _____

COMPANY _____

ADDRESS _____

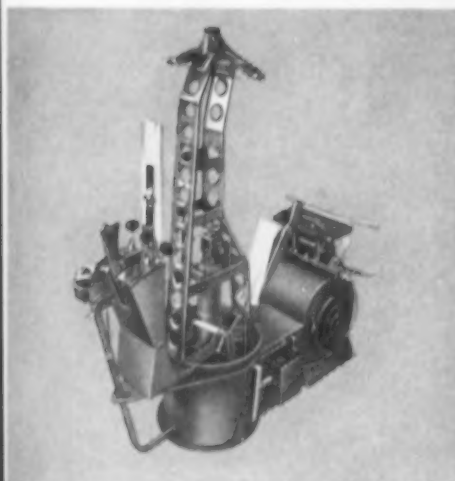
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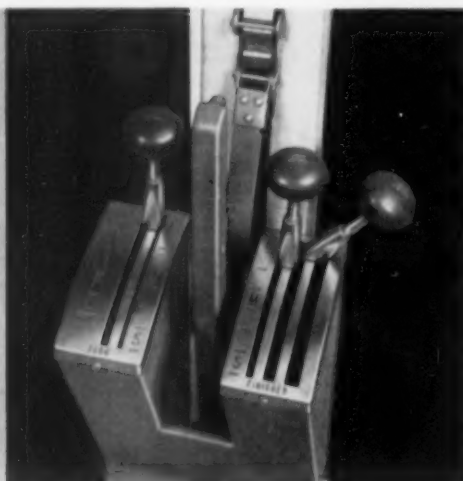
SAVE TIME!

operator can do other work while steams...dries...and cuts off — automatically



Built for years of service

Die-cast, chrome-plated shoulder form—a self-contained unit... Stainless-steel frame... Extra large steam chamber. Ample supply of moist steam—no wetting-out of nylon bag—no drain or water overflow... Revolving form is correct height for short or tall operators... Cissell-built steam valve... Fully guaranteed for one year against manufacturer's defects.



Lever adjusted nylon form

Simple! Fast! Accurate! Levers regulate size of nylon form at waist, hip, and lower positions, by moving back and forth in a horizontal plane and quickly locking into position. Position markings for levers enable operator to reset to the exact adjustments required for a known garment style or size. Fumbling and guesswork with controls are eliminated. Actually, you get a more uniform finish... your operator is less tired. It's no wonder operators say, "This is the greatest advance made to date in steam-air finishing."



Cissell-built Time Switch does the job

Count on its dependable operation, day-in, day-out. Totally enclosed in a metal case for protection and mounted at a convenient height for ease of operation. Timer Knob may be rotated to reset air or steam cycle. Steam cycle adjustable—air cycle fixed.

CISSELL FORM FINISHER with one set of #11 Sleeve, one set of #24 Sleeve, and one Cissell Vent Clamp, \$530 F.O.B. Louisville, Ky.

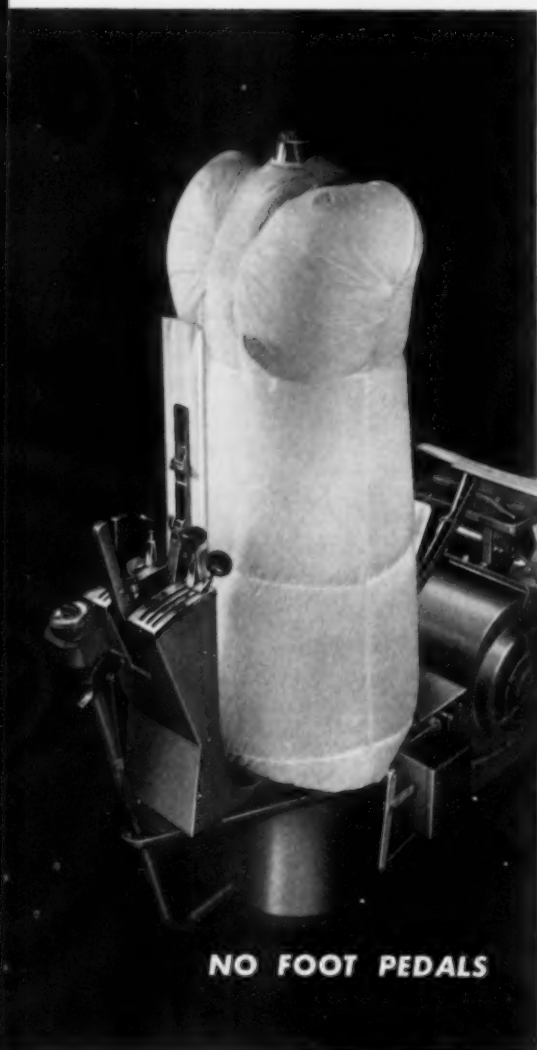
CISSELL

Consult Your Jobber

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

the **CISSELL FORM FINISHER**



NO FOOT PEDALS

Controlled air pressure plus air while steaming

Air pressure adjustable, at front of machine, from minimum to maximum or to any intermediate stage quickly and easily. And, in addition, you may have **AIR WHILE STEAMING!** Think what this means to you! Now you may adjust air flow for the sheerest fabrics and shape perfectly the heaviest garments **WITH SAFETY** . . . air while steaming to finish chamois or suede-lined coats and jackets and all types of hard-to-work, heavy materials just as simply as you finish silks and lightweight wools.

Step up the quality of your work with a Cissell Form Finisher! Restore beauty and natural shape—**WITH A NO-SHINE FINISH**, the kind your customers want and appreciate. No other steam-air form finisher gives you such control, such ease of operation. **WHY TAKE LESS THAN THE BEST!**

Finish any style or size garment.

Shoulder form adjustable from the smallest child's garment to the largest adult's garment. Front clamp permits proper positioning for either long or short garments. Rear clamp holds vent of long garment closed . . . separate clamp for vent in short garments.



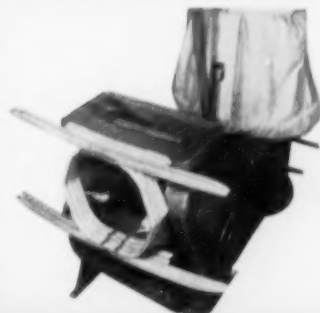
Cissell vent clamp

. . . for short garments. Stainless steel with foam rubber on each clamping face eliminates impression marks on both lining and outside of garment.



Convenient tray

. . . for storage of vent clamp and Sleeveers, when not in use. Another exclusive Cissell feature!





COLORFUL SIGN in red, white and blue was placed over store front of D. Hackerman Cleaners to draw attention to unique stamp plan. Other posters in window were obtained from Advertising Council at no cost

This Stamp Plan Can't Miss

Unlike overused trading stamp giveaways, this unique plan combines value with patriotism

By GERALD WHITMAN

"WE GIVE STAMPS" is proclaimed proudly by D. Hackerman Cleaners in Pikesville, Maryland. Up to that point it is the same song sung by countless thousands of retail and service establishments throughout the country.

But, where the ordinary trading stamp plans have mushroomed to the degree that their users no longer find them to be competitive advantages, Hackerman's stamp plan possesses the unique qualities of freshness, value and patriotism. *This imaginative dry-cleaner gives away U. S. Savings Stamps, redeemable in United States Savings Bonds.*

Irvin Hackerman, proprietor of the firm, conceived the idea as a sensible switch from the glutted trading stamp market. So far as is known, his plan is not yet used anywhere else in the nation. After checking with Treasury officials in Baltimore and Washington,



REDEMPTION CARD is punched for customer by proprietor Irvin Hackerman. Dollar amount of every purchase is punched on card. When card is punched for \$20 worth of drycleaning, customer receives 60 cents worth of U. S. Savings Stamps toward eventual conversion into bonds

The December 1956 issue of *National Cleaner & Dyer* printed reports from fifteen drycleaning detergent manufacturers. Each firm was asked to outline its preferred method for use of the charged system.

15 charged systems reported

only two DEMANDED A SEPARATE RINSE FOR THE CLEANING OF ALL FABRICS IN THE PREFERRED METHOD.
(Manufacturers "D" & "C")

Manufacturer "D" (STREET's) stood alone in its firm demand for a separate rinse in cleaning all types of fabrics in both types of solvent and with compulsory distillation. Manufacturer "F" recommended a separate rinse for dresses but not for suits. Manufacturer "O" recommended a separate rinse for cleaning in synthetic solvent but not for petroleum. Manufacturer "C" recommended a separate rinse for both but stated that many used the product without any distillation. No attempt was made by the other manufacturers to justify the elimination of a rinse in their preferred methods.

only one PROVIDED FOR COMPLETE SOLUBILIZATION OF MOISTURE BEFORE IT REACHES THE FABRICS.

Of the 15 detergent manufacturers reporting, only STREET's gave due recognition to the importance of particle size, micellar structure and the need for complete solubilization of moisture before contact with fabrics. In order that the fabrics absorb moisture from the charged solvent in the same manner as fabrics absorb moisture from the atmosphere, STREET's enters the moisture to the suction side of the filter pump. In so doing, the moisture is completely solubilized by the 4% 886 in filter and pipe lines before it reaches the fabrics. This affords the most scientific means of controlling the micellar structure which in turn controls the amount of moisture absorbed by fabrics.

only one OFFERED A MOISTURE CONTROL APPARATUS BACKED BY 4 YEARS OF INTERNATIONAL USE IN OVER 4700 PLANTS.

The ELECTRONIC CONDUCTIVITY CONTROL UNIT, invented, perfected, installed and serviced by STREET's, is the only moisture control apparatus which has faced the scrutiny of a research fellowship (NID F-14) as well as widespread use in over 4700 leading plants. It is the only moisture control serviced by a corps of 50 highly trained field technicians who concentrate on STREET's preferred method which is so clearly defined under Manufacturer "D" on page 55 in the December 1956 National.

only three DEMANDED A SPECIFIED AMOUNT OF DISTILLATION IN THE PREFERRED METHOD. (Manufacturers "D", "F" & "M")

Many of the 15 manufacturers were vague in reporting on the all-important question of distillation. STREET's alone made a firm recommendation for distillation of 20 gallons of rinse solvent per 100 pounds of fabrics cleaned. Manufacturer "F" demanded distillation of 20 gallons of 1% charge per 100 pounds; and "M" 8 to 10 gallons of 1½% charge. Some manufacturers merely suggested the desirability of distillation, and then hedged with such statements as "...many operate without a still", or "Many plants use the product without any distillation."

only one SPECIFIED THE AMOUNT OF MOISTURE TO BE MAINTAINED IN THE CHARGE.
(Manufacturer "D" STREET's)

Several intimated that the charged solvent should be kept free of moisture by permitting all added moisture to be absorbed by the fabrics. For unprecedented water-soluble soil removal, STREET's preferred method (reported under Manufacturer "D") called for constant maintenance of 3/10% moisture in the charge. One manufacturer stated that its charged solvent was relatively dry when the garments are removed, and yet it recommended a second moisture separator for use when distilling the charge. CONTROLLED moisture in the charge and in the fabrics is the key to the success of STREET's preferred method.

ALERT PLANTOWNERS who seek the advantages of advanced research, without the risk of experimenting with the unproven, may well communicate with the inventors and sole developers of the MYCEL process with Conductivity Control.

R. R. STREET & CO. INC., 561 W. Monroe St. Chicago 6, U.S.A.



THE NATIONAL INSTITUTE OF DRYCLEANING OFFERS AN INVALUABLE SERVICE TO PROGRESSIVE CLEANERS. IF YOU ARE NOT ALREADY A MEMBER, STREET'S URGES YOU TO JOIN NOW!



BANNERS AND SIGNS strung over call counter provide added promotional punch to Hackerman's stamp plan

Bigger Value Than Trading Stamps

Aside from its patriotic overtones, Hackerman's giveaway of U. S. Savings Stamps offers a better dollar value than trading stamps. With the average trading stamp plan the consumer receives 10 stamps for every \$1 purchase. In order to fill an average stamp book of 1,500 stamps she must spend \$150 in purchases. In exchange for one bookful of trading stamps, according to the gift catalog of one of the leading trading stamp firms, she can obtain a gift worth about \$3 on the retail level.

Under the terms of Hackerman's plan, the customer can receive \$4.50 worth of U. S. Savings Stamps for every \$150 worth of drycleaning, a difference of \$1.50. What's more, when converted into United States Savings Bonds, the \$4.50 worth of Savings Stamps will have a value of \$6 in 10 years because of accrued interest.

D. C., for their guidance and blessings, Mr. Hackerman set up his plan to operate in the following manner:

Individually numbered redemption cards are issued to all customers, in the store and on the routes. Whenever a drycleaning order is paid for, the card is punched with the amount of the purchase. Each card has room for

\$20 worth of purchases. As each card is punched completely, Hackerman redeems it by presenting the customer with six savings stamps valued at 10 cents each—a total of 60 cents worth of stamps for every \$20 worth of drycleaning—plus an official U. S. Stamp Album. When filled, the album is worth \$18.70—representing 31 redemption cards worth of purchases—and, with an extra 5 cents in coin, will be accepted by any bank in exchange for a United States Savings Bond, Series E, with a maturity value of \$25.

The idea has so captivated the imagination of his community that many of Mr. Hackerman's businessmen neighbors are interested in participating in the plan. News of Hackerman's unusual stamp plan was broadcast soon after its inception by Station WCBM in nearby Baltimore, giving the drycleaner thousands of dollars worth of free publicity. This led to requests for further information from the financial editor of the *Baltimore Sun* and from other drycleaners in the area.

Card data helpful

Each redemption card, in addition to bearing the name and address of the recipient, is stamped with an individual register number when it is issued and the customer's name and number are recorded in a telephone

address book. This serves three purposes: (1) the customer is flattered by this personalized treatment; (2) by noting how often a customer asks for a new redemption card, Mr. Hackerman can tell how much business he gets from him—a fairly good customer control barometer, and (3) he has a ready-made number for each customer if he should ever switch from his current premarked tag system to a permanent mark setup.

Big customer response

Indicative of how receptive his customers are to the plan, 75 percent of the 850 cards handed out in the stores and on the routes during the first two weeks that the plan was in effect were being produced by customers for punching. As of this writing, the remainder of Hackerman's customers have received their cards in the mail, along with a letter explaining how the plan works.

If a customer should come in to the store and has forgotten her card, she is asked to keep her receipt and bring it in the next time for proper credit on her card. An extra flourish on Mr. Hackerman's part can be seen in the special "H" punch mark used to denote purchases on the redemption cards. In order to keep route business redemptions separate from those at the store, the routemen use

Continued on page 54

There is Money For You in Applying This new Finish For Woolens!

No doubt you have been hearing about the "miracle" of silicones. Well, out of our 70 years of experience we have developed a new silicone finish for woolens that offers inviting profit possibilities for drycleaners. Applied to woolens following cleaning it does two things. First, it imparts remarkable water repellency, and resistance to non-oily spots and stains.

Then, and this is equally important in its potentials, the fabric, instead of being limp and sleazy after cleaning or stiff and boardy, as happens all too often with woolens, you get a luxurious cashmere-like feel. Woolens are actually upgraded.

In other words, in addition to garments to which you usually apply water repellents, here is an opportunity to extend your service to all types of men's and women's suits and coats—and children's too—with a nice added profit for yourself.

Not only this, but with the name "*Cravenette*" for your service you have the advantage of the prestige that has made "*Cravenette*" known the Country over; remember this is the original "*Cravenette*" that means water repellency to every one. Write, or use the coupon; we will be glad to send full information.

The Cravenette Company, U.S.A.

EIGHTH AND MADISON STREETS, HOBOKEN, N. J.

*Since 1887 the world's leading producer
of water repelling preparations for garment fabrics*

THE CRAVENETTE COMPANY, U. S. A.
8th and Madison Streets, Hoboken, N. J.

Please send me full information concerning the "Cravenette" water repellent service for drycleaners.

Name

Position

Company

City State

**"Believe me—this Manitowoc
2-bath is dependable,
consistent and trouble-free—
has more advantages than
any other unit"**



**Raymond A. Rein, Owner
South Bay Cleaners
Babylon, Long Island, N.Y.**

"Our dependable Manitowoc 2-bath perchlor system makes it possible for us to predict with a high degree of certainty our peak production in 1958," says Mr. Raymond A. Rein, owner of South Bay Cleaners, Babylon, Long Island, N. Y. Following a decade as a partner in the cleaning business, Mr. Rein opened his own store in September of 1956 after "... a substantial investment in the best, most efficient, most economical equipment that money and 10 years' experience could buy."

A graduate of the N. I. D. Management Course, Rein is incorporating many of the advanced ideas learned there in his new store. "These new concepts

in dry cleaning," he says, "are put into practice in my business and the Manitowoc unit is very much a part of our plans. It is dependable, consistent and trouble-free—has more advantages than any other unit of its kind available.

"Features like Diverti-Flo control which prevents the mixing of strong soaps and rinse solvents; a cleaner rinse, assuring brighter garments; two solvent conditioners; excellent solvent reclamation; tubular filters; and many other advantages."

You can base the success of *your* cleaning business on Manitowoc too. Contact your authorized Manitowoc dealer *now* for full information!

NATIONAL CLEANER & DYER

Why Mr. Rein Prefers Manitowoc

"Less spotting"

Manitowoc-Olson tubular filters, highly efficient distillation and Diverti-Flo solvent control aid in conditioning solvent — practically eliminates spotting.

"8,000 to 10,000 pounds per drum of solvent"

South Bay Cleaners uses only one 55 gallon drum of synthetic solvent every six or seven weeks — cleaning from 8,000 to 10,000 pounds.

"Less floor space than any 2-bath we know of"

The Manitowoc Model 35 2-bath occupies a space only 49" x 10' — the most compactly designed system in its capacity rating.

"Fluid drive...distinct, trouble-free improvement"

You get smooth, shock-free acceleration — no motor over-loading or burning out. Machine downtime, compared to old-fashioned direct drive or chain drive, is almost non-existent.

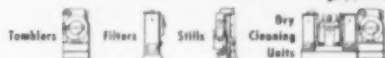
"Recovery tumbler is a real money-saver"

Manitowoc uses no fins in the condenser — only prime surface copper coils — eliminates coil cleaning.

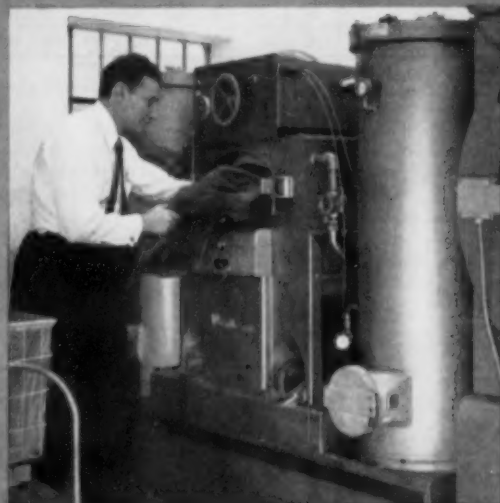
"With this kind of operation, we just can't miss"

"Manitowoc permits us to supply a quality garment at a minimum operating cost", says Mr. Rein. "Our in-plant processes are speeded, overhead costs reduced and general consistency of output assured!"

Manitowoc
A Complete Line of Synthetic
and Petroleum
DRY CLEANING SYSTEMS



*Perchlor
140°F-105°F*



"A remarkable re-run record of only 1%"

Mr. Rein reports that with Manitowoc he does not even consider the re-run element in his cost structure.



"Simple enough for a girl to operate"

Operation is so simple that the counter girl can run the unit without difficulty when the need arises.

Mail This Coupon Now!

MANITOWOC ENGINEERING CORP.
Dept. MRS 2 Manitowoc, Wis.

We'd like more information on the following:

- | | |
|---|---|
| <input type="checkbox"/> 70 lb. 2-bath Perc. | <input type="checkbox"/> Model 35 2-bath Perc. |
| <input type="checkbox"/> Single-bath cleaning systems | <input type="checkbox"/> Petroleum cleaning systems |
| <input type="checkbox"/> Tumblers | <input type="checkbox"/> Stills Capacity <input type="checkbox"/> |

Name _____

Company _____

Address _____

City _____

Zone _____

State _____

5 5 5 5 5 5 5 5 5 10 10 10 10 10 10 10 10 10
10 10 10 10 10 50 50 50 50 50 50 50 50 50 50

This is your UNITED STATES SAVING STAMP redemption card

THRIFT is a wonderful thing for ALL THE FAMILY, ALL THE TIME, and U. S. SAVINGS BONDS are an ideal investment for your savings, safe, sure, guaranteed. Save for your FUTURE HAPPINESS and SECURITY.

D. HACKERMAN is proud to give U. S. SAVINGS STAMPS FREE in appreciation for your patronage.

HOW THE CARD WORKS:

When purchases punched on this card are completed you receive six (6) U. S. Savings Stamps, valued at Ten Cents (.10) each. D. Hackerman reserves the right to withdraw this offer without notice.

Name JOHN SMITH Address 22 OLD COURT RD. WISCONSIN

50 50 50 50 50 50 50 50 50 25 25 25 25 25 25 25
H 25 25 25 25 25 25 25 25 1.00 1.00 1.00 1.00

REDEMPTION CARD issued to all customers has name, address and personalized register number that doubles as customer control key. It tells how often customer asks for new card, thereby denoting how much business plant receives from that customer



D. Hackerman
CLEANERS - TAILORS

Telephone MUster 6-3350

OFFICE & PLANT: 1208 REISTERSTOWN ROAD
Pikesville 8, Maryland

Dear Customer:

"It is hard for an empty bag to stand upright", said wise Ben Franklin, born 250 years ago this year. That was one of his ways of preaching thrift.

D. Hackerman would like to help you practice what wise old Ben preached - THRIFT. We have introduced an original and unique STAMP PLAN that's designed to take "H" out of thrift and it doesn't cost a cent more than you would normally pay for your drycleaning. Every time you, as a HACKERMAN customer, pay for your drycleaning or any of our many services, you receive the opportunity to accumulate UNITED STATES SAVINGS STAMPS.

Here is how the U. S. Savings Stamp Plan works:

Present the enclosed individually registered redemption card to your HACKERMAN route salesman each time he delivers your freshly drycleaned clothes. He will punch your redemption card with the amount of each drycleaning order. When purchases punched on the card are completed, D. HACKERMAN will redeem it, and present you with your U. S. Savings Stamps. For every \$20.00 of drycleaning, you will receive six (6) stamps valued at ten cents each plus an official U. S. Stamp album. When filled, the album is worth \$18.70. Your filled album, with five cents in coin, will be accepted by your bank in exchange for a United States Savings Bond, Series E, maturity value \$25.00.

D. Hackerman - Cleaners - offers the United States Savings Stamp Plan as a sincere service in the public interest. We invite your patronage. At the same time that your garments receive the finest drycleaning care, you will LITERALLY save money!

Sincerely yours,

D. HACKERMAN

DIRECT-MAIL letter sent to all customers with redemption card explains how the U. S. Savings Stamp plan operates

Continued from page 50
a punch with a heart-shaped symbol.

One of the beauties of the plan, according to Mr. Hackerman, is that there are millions of dollars of advertising behind it on the part of the Treasury Department and the Na-

tional Advertising Council. He is able to obtain all the free literature that he needs to bolster his own promotion. As an example, the stamp albums issued to customers are free, as well as other types of literature used as pocket stuffers and direct-mail pieces.

On his own hook, Mr. Hackerman had a number of signs made up for use atop his front window and strung over his call counter. Thus far, the plan has cost him only \$50, including less than \$40 for his own signs, the same amount for the printing of redemption cards and a few dollars for the card punches. Even the artwork appearing on the back of the redemption was taken from a mat provided by the Advertising Council.

Add to this modest outlay the fact that every bank is his redemption center and Mr. Hackerman has conceived a plan that could hardly be simpler. In addition, there is no further investment on his part until some of the redemption cards are completely filled out and stamps issued in return. Unlike the procedure followed in trading stamp plans where the stamps are issued with every purchase—and these stamps must be purchased by the retailer—any of Hackerman's customers who do not desire to continue with the plan will not have received any stamps unless at least one card has been completely punched.

Civic service, too

Mr. Hackerman discovered that most people hadn't realized U. S. Savings Stamps were still available until he began his promotion. He also finds that many of his customers have turned their stamps over to their children for saving and safekeeping. Following up on the idea that this plan could teach youngsters the value of saving, Mr. Hackerman has obtained a number of promotional kits from the Treasury for use in making talks to school-children in his area. He intends to solicit the interest of school principals and PTA's for this project.

Mr. Hackerman contends that his plan has taken the "if" out of "thrift" and this, we agree, he has done admirably. # #

How To Start Your Own Savings Stamp Plan

Any drycleaner interested in setting up his own U. S. Savings Stamp Plan should first check with the State Director of United States Savings Bonds in his state. Ask him to guide you on proper usage and language in your literature and invite him to check with Mr. Ormond P. Galvin, U. S. Treasury Savings Bond Division, 1235 Calvert Building, Baltimore 2, Maryland, the man who worked with Irvin Hackerman in formulating his unique stamp plan.

DRY STORAGE ?



No Costly Refrigeration!
No Costly Installation!
No Costly Insulation!
Inexpensive Construction!

You save *thousands of dollars* with this new storage concept by Reliable Machine Works. For cloth, wools, boxes, furs and rugs. Write for details.

Reliable Machine Works, Inc.
231 Eagle Street
Brooklyn 22, New York

*From a talk at the Golden Anniversary Convention,
National Institute of Drycleaning, Atlantic City, New Jersey, March 8, 1957*

Routemen—Keep 'Em Selling

By ROBERT E. SAMBLE

Vice-President, Belmont Laundry, Inc., Springfield, Massachusetts



Robert E. Samble is vice president of Belmont Laundry Inc., Springfield, Massachusetts, a firm his father founded the same year NID was born, 1907. He has been active in the firm for the past 11 years. In April he will complete a one-year term as president of the Chamber of Commerce for Springfield; he is also director of the Cleansing Plant Owners of Mass. The March 1956 NID Reporter told of Mr. Samble receiving the Distinguished Service Award for 1955 from the Springfield Junior Chamber of Commerce. The award was made in conjunction with the U. S. Junior Chamber of Commerce recognition of the Ten Outstanding Young Men of America for 1955.

Mr. Samble attended the University of Alabama.

was still room in Springfield for a top-quality laundry. By *quality* I mean that he started by turning out the best job he possibly could and then set a price on it, paying very little attention to what competition was charging for their services.

It wasn't long after the beginning of the laundry that the drycleaning plant was built. The reason for this again was—quality. Now with both a laundry and a cleaning plant Belmont could control its own quality on all the work it did.

Today, the company has six routes and a plant store which boast of doing the largest family business in the Greater Springfield area. The routes are on a weekly schedule and the store is on a twice-a-week service. The plant does no wholesale work.

The six route salesmen's longevity with the company adds up to 129 years. One man has been a route salesman with us for 33 years and the newest man has been with the company for 17 years, for 4 of them serving as a salesman.

Except when they first start with us, the salesmen have no guarantee other than a straight 12 percent commission. The requirements for a starting routeman are very simple, but the thing that makes them most effective is that these requirements are carried out to the nth degree.

A new man starts in the plant where he learns basic laundry and cleaning procedures. Here he actually performs many of the operations, such as marking, classifying, etc., which will help him in answering the many questions that are asked by his customers when he is on his own.

After he has learned the basic plant methods he then starts working with the route salesmen. Here the new man gets an opportunity to ride with every one of our route salesmen. It is our belief that all of our salesmen have many individual good route habits which may be acquired and used by our new man and enable him to be of better service both to himself and the company. If time permits the new man rides a full week with

each of our route salesmen. This gives him a complete picture of the area which is serviced.

When the man is prepared to take over his own route he is uniformed and the company requires him to wear his uniform while on the route. The man will drive a piece of equipment that is no more than three years old. He will be required to work his truck into a program so that the truck will receive a complete cleaning weekly.

Once the man is on the route he cannot return to the plant until 4:00 p.m. He is required to attend a weekly sales meeting at which time promotions on seasonable items are discussed and COD balances and sales records are reviewed.

The company furnishes many conveniences for the men. Each route salesman is equipped with every conceivable item that we know will help him to do the job better. These aids range from the simple pencil to the drycleaning bag for the pickup of the customer's cleaning order. Many personalized aids such as business cards are provided. In order to minimize the time spent in writing the men are provided with pre-stenciled lists. Each man has a sales statistic book in which are broken down his sales in all departments in relation to current and year-to-date sales figures.

An outside service is employed through which the men receive basic selling psychology tips. These tips are mailed directly to their homes to be studied and learned.

Management is promotion-minded and consequently has a well-planned 52-week program to help the route salesmen sell. The cost of our advertising program consumes about 5 percent of our sales, which represents thousands of dollars in our company. During the course of the year we use practically every medium of advertising from television to direct mail.

By this time you are probably wondering how we manage to get the routemen to promote for themselves. First of all, we pay them well or, at least, make good pay possible. The sooner a man can stop worrying about

TO UNDERSTAND the how and why of the operation of any particular department of any plant I think it is necessary to begin with a thumbnail sketch of the company itself.

Belmont Laundry, like the National Institute of Drycleaning, was started just 50 years ago in 1907. It was founded by my father, Harry Samble, Sr., who at that time believed there



The belt that stayed home

tells when you're cleaning with **DIRTY SOLVENT**

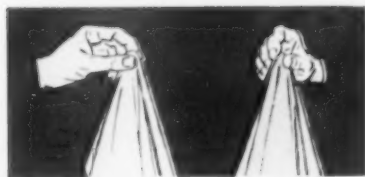
When a customer gets back a newly "cleaned" dress that looks drab compared to a belt that she has kept at home—watch for complaints!

Dull, gray garments are a sure sign your solvent is dirty. And they're a warning signal that you're risking the loss of customers.

Don't take this risk. Keep solvent clean all the time, by using DARCO® DC activated carbon every day. It costs so little—a fraction of a cent per garment—and it does so much. DARCO DC

cleans out bleeding dyes that can build up to dangerous levels in charged soap systems in just one day's cleaning. At the same time, DARCO DC takes out fatty acids and odors.

You'll lose less soap and solvent with DARCO DC. Altogether, it's the cheapest "customer insurance" you can buy. The 2-pound bags make it easy, clean and economical to use. Order DARCO DC today from your distributor, and use it every morning in the amount recommended on the DARCO Dosage Chart.



GIVE YOUR SOLVENT THE DARCO WHITENESS TEST

Tear a clean piece of white cotton or rayon in half. Run one half through your washer. Dry it, press it and then compare with the half that wasn't cleaned. If the "cleaned" cloth looks gray, you're trying to clean with dirty solvent!

Write for your copy of the N.I.D. Report, "The Use of DARCO in 1-Bath Charged Systems."



CHEMICALS
DIVISION
ATLAS
POWDER COMPANY

WILMINGTON 99, DELAWARE

In Canada: Atlas Powder Company, Canada, Ltd.
Brentford, Ontario, Canada

AT WEEKLY SALES MEETING, owner Robert Samble discusses seasonable items, COD balances and weekly sales records. All routemen are required to attend the meetings



meeting the costs of the necessities of life for his family, the better the selling job he'll do for you. Although we are sure that there is a great amount of company loyalty built up among our men we try never to prey on this. We try to find a way of paying the salesman for everything he is required to do. They are never asked to do anything in or about the plant that is not in line with selling.

Our men are paid on a commission basis, which is the most universally accepted practice used today. But even this is not enough!

At Belmont we have a twofold selling plan. The first phase of the plan is a solicitations program whereby each of our men makes two cold solicitations and two follow-up calls each day; the follow-up calls being on the cold solicitations of the previous week. A door-opener is left at the home of the prospect on the first call.

One week later the route salesman follows this up by contacting the prospect, explaining our services and asking for a trial. Whether the solicitation is successful or not, a brochure is left with the prospect wherein our services are explained. When the route salesman reports the outcome of his efforts to the office, an appropriate letter, signed by the laundry manager and the drycleaning manager, is sent to the prospect.

The other part of this plan is the use of the services of Welcome Wagon, Inc. The first part of the plan has coverage as its objective. The second part is directed at new residents. Because we operate on a weekly service it isn't always possible to contact families as they move into the neigh-

borhood. This is done for us by our Welcome Wagon hostess. As soon as we receive her notice our route salesman follows up on the call.

To tie this plan together and to keep the men's interest high we have a program that keeps the salesman's competitive spirit aroused. This is a program wherein the man's sales results are compared to his own selling record and not to that of others. How well he does percentage-wise against his own sales is then posted with the other salesman's records in the order of best showing.

Summing up, I would say that we at Belmont have a positive attitude

toward route selling. We find the time to plan our programs and spend the necessary money to help our routemen to be real salesmen. We take the time to tell the route salesman over and over again what is required of them and what the company is doing to help them to do their selling job.

In my opinion, your route salesman is one of the most important persons in your organization because in most cases he is your only contact with the route customer. You can have the most beautiful plant in your town and you can do the best work in town but, in most instances, as your route salesman goes, so goes your route. # #



YARDSTICKS are used as door openers. Every routeman is required to make two "cold turkey" calls a day. Leaving yardstick at first visit, he returns following week to make sales pitch

YOU TOO can OWN ANOTHER PROFITABLE BUSINESS!

Laundry stores began to boom in 1946...and ten years later, over 15,000 laundry stores are serving millions of satisfied customers.

As an addition to your present business, this is a logical investment



Today, a new type of Laundry Store—THE COIN-OPERATED COMPLETELY UNATTENDED WESTINGHOUSE LAUNDROMAT—is springing up all over America. Originating in Texas less than two years ago, these automatic self-service laundry stores have spread through Florida, California...and are now being chain-operated in Illinois and Missouri. You, too, can get in on this most profitable mushrooming business in your spare time...and with a very modest investment.

Briefly, here's what it's all about:

- 1 Many women prefer to do their own laundry. We don't know why, but it's a fact...and they flock to unattended laundry stores where they do-it-themselves...using their own choice of soap and other washing materials.
- 2 Laundry is a necessity and people, especially in the lower income groups, will walk 3 or 4 extra blocks TO SAVE ALMOST 50% on their weekly laundry bill.
- 3 Bachelors, career girls, students and working families can only do laundry during hours when regular laundry stores are closed...AN UNATTENDED LAUNDRY IS OFTEN OPEN 24 HOURS A DAY, 7 DAYS A WEEK. Profits are realized in night and weekend hours when other laundries are closed.
- 4 Washers and dryers are coin-metered...everything works automatically...you empty the coin boxes 2 or 3 times a month.
- 5 Machine service and daily maintenance is contracted out to your local repairman and local porter. You visit the store *only* to collect the coins.
- 6 Depreciation of equipment for tax purposes is rapid, and within a relatively short period of time you own a going business that ACTUALLY RUNS ITSELF.
- 7 Because it takes so little of your time to operate, it does not interfere with your regular business. Because of almost absentee management, no customer contact, and favorable depreciation schedules, it is perfect for chain store operation.
- 8 And EACH STORE PROVIDES YOU WITH AN INCOME OF \$4000-\$8000 a year, depending on location and equipment.

There's a great deal more to this story that you should know. We'd like the opportunity of giving you all the important investment details. It'll take about an hour of your time.

This we do know! You will add Thousands of Dollars to your present income every year. Your community wants and needs an UNATTENDED, COIN-OPERATED WESTINGHOUSE LAUNDROMAT STORE. As an operator of a laundry and/or cleaning plant, you may find this the extra business opportunity you've been looking for.

We offer advice, store planning, training and advertising. WE WILL FINANCE up to 80% of the NECESSARY EQUIPMENT. Do take a look at this investment...it'll make a difference to you.

Call, wire or write. We'd like to set a date at your convenience and show you some COIN-METERED LAUNDRY STORES in your area. We have representatives throughout the United States. We are a member of the National Better Business Bureau.



ALD, INC.

3549 N. Clark St., Chicago 13, Ill.
 8202 Chancellor Bow, Dallas, Texas
 7402 Sunset Blvd., Los Angeles 46, Calif.
 69-37th Ave., San Mateo, Calif.
 The Prudential Bldg., Room 1704, Jacksonville 7, Fla.
 ALD New York, Inc., 511 W. Coldspring Lane, Baltimore 10, Md.
 ALD New York, Inc., 10-32 47th Road, Long Island City 1, N. Y.

KEEP PROFITS
UP TO SALES—
WITH STOD-SOL,
DEODORIZED 125
AND APCO 140-F!

With APCO drycleaning solvents in your plant, your efforts to increase volume will be paralleled closely by increasing profits. The reason lies in their superior quality, operating efficiency and stability . . . factors which result from constant technical research and the most modern production facilities. See your Stod-Sol distributor soon.



PRODUCERS



REFINERS

Anderson-Prichard Oil Corporation

OKLAHOMA CITY, OKLA.

BRANCH OFFICES IN ALL PRINCIPAL CITIES



STAR-SERVICE HANGER

DIVISION OF L. A. YOUNG SPRING & WIRE CORPORATION
 9200 RUSSELL STREET, DETROIT 11, MICHIGAN
 PLANTS IN CHICAGO, ILL., TRENTON, N. J., LEEDS, ALA.
 DIVISION IN CANADA: MARSHALL VENTILATED
 MATTRESS COMPANY, LEASIDE, ONTARIO



CONVENIENTLY PACKAGED IN 500 LOTS

From a talk at the Golden Anniversary Convention, National Institute of Drycleaning, Atlantic City, New Jersey, March 8, 1957

Counter Girls—Front Line of Your Public Relations

By HELEN JONES REA

Public Relations Director
Swan Cleaners, Columbus, Ohio



Helen Jones Rea, public relations director for Swan Cleaners, Columbus, Ohio, is a graduate of Ohio State University. Before joining Swan in 1950 she was for 24 years merchandise manager of the Columbus Better Business Bureau where she had a great deal to do with the developing of arbitration committees (cooperative efforts be-

tween retailers and drycleaners in settling complaints). Her work includes talks about fabrics before women's clubs, entertaining retailers in small groups at dinners and conducting tours through any of Swan's 28 plants. She is in charge of training about 180 women who serve Swan's public either as counter girls or store managers.

TO ILLUSTRATE what Swan Cleaners is trying to accomplish in training and developing counter girls, I would like to quote from a thank-you note of an 18-year-old counter girl. This was her first job. She worked about three months, got married, and the boss, Andre Gelpi, as is his custom to newlyweds, presented her with a little white bedroom radio. This is her note:

Mr. Gelpi: It gives me great pleasure to sit down and write this card to you. I would like to thank you for the lovely radio.

I also want you to know that it gives me great pleasure to say I work for a concern like Swan Cleaners.

The people at Swan's are treated swell by everyone concerned, so we in turn treat our customers nice.

I really enjoy coming to work every day because I have a lot to look forward to.

Actually, there are three phases to training and developing counter girls. First, you have the matter of training to do the mechanical-technical job of handling the clothes. Here we use the normal techniques, aided by our series of specially prepared training manuals. These include a Manual for Counter Girls—taking garments in at the counter, marking in, etc. There is an Inspector's Manual, and then a new one telling the story of our cleaning room in simple language.

Second, we have the phase of teaching people to do subtle selling at the counter—selling our Fabri-Sheen way of doing cleaning—selling the dressings we add to dresses, for example. A low-pressure selling of our services. Here—meetings and special bulletins, especially our own fabric bulletins, are a help.

Third—and this is the phase I want to discuss—is that of creating and maintaining an atmosphere in our 29 stores, an atmosphere that causes customers to say, "I enjoy going in to the store—everyone is so friendly."

We want our stores to have an old-fashioned country-store kind of atmosphere—where there is old-fashioned courtesy and good manners. An atmosphere of gaiety and good humor—a real and sincere helpful interest in customers "above and beyond the call of duty." An atmosphere of "Niceness at the Counter."

It is the developing of people to be articulate—to express themselves—to work together—think together and, sometimes, play together. It is the creating of enthusiasm, the inspiring of people, if you will, in order to avoid the boredom that comes with routine operation. It is the giving them a sense of belonging. It is the *dramatizing* of drycleaning and of people. It is the *personality* of an organization.

This was best expressed by a visitor who said, "You have succeeded in the difficult job of being friendly and

still efficient." Our objective is stated well by the public relations director of General Motors: "What counts is how your public relations policy is put into effect at the *point of public contact*—it is the putting of the whole organization to work on public relations."

How is this atmosphere achieved?

Most important, over and above everything else—top management, down through the various levels of authority, general manager, supervisors, store managers—all must have a real, sincere, warm liking and respect for people. This is something you cannot fake. People are smart—they quickly put their fingers on insincerity.

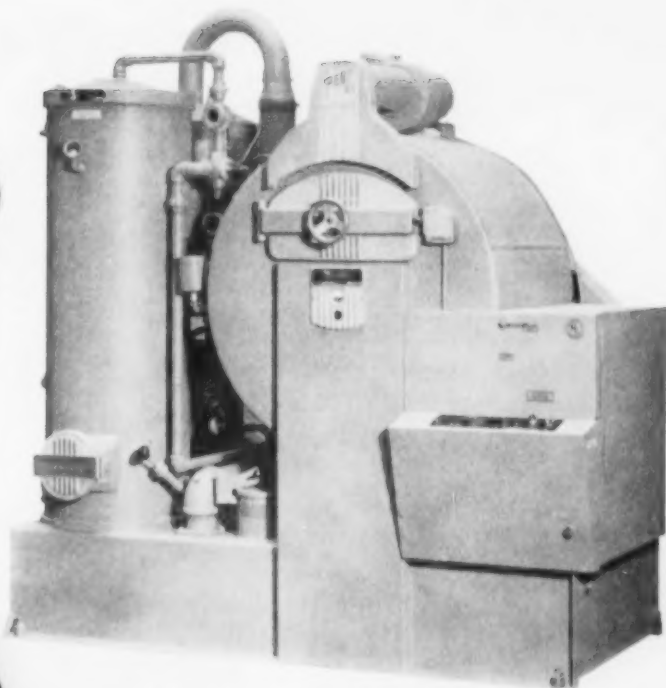
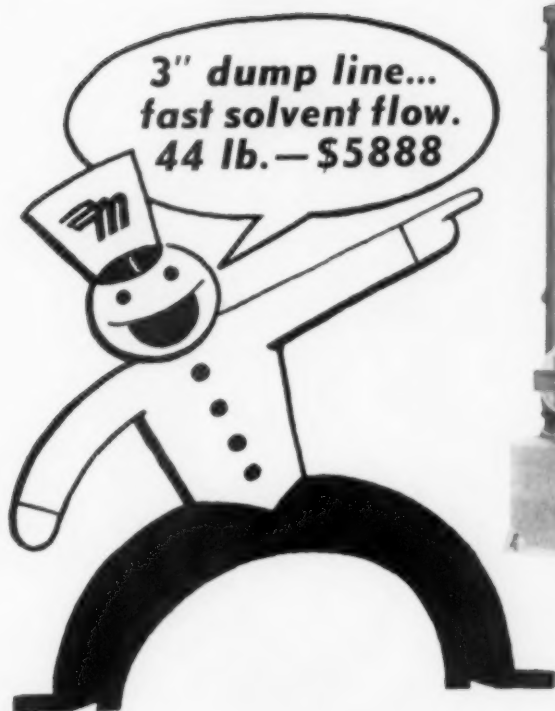
We are proud of our folks—we think they are wonderful and they quickly respond. Actually *their* limitations are *our* limitations. The best compliment a boss can have is, "Why, he is just like the man down the street!"

What are some of the more obvious techniques?

Here are a few of the tangible ways we develop people:

1. We have a number of Mental Angle contests—one was a Courtesy Slogan contest. We used this contest

Continued on page 66



Single-Bath fully automatic PER-40, Complete with Still and 2000 GPH Monel Tubular Filter mounted on tank . . . 39" x 74". Also available for TWO-BATH . . . with ALL-IN-ONE DIVIDED TANK . . . 39" x 96".

mercury numatic*

* Fully automatic . . . air operated valves

PERCHLOR AND PETROLEUM

35-lb. and 44-lb. units

36-lb. and 48-lb. units

The cost of fully automatic cleaning in the Mercury Numatic is 10¢ to 15¢ per load . . . 40 hour week . . . based upon allowable depreciation schedules. Mercury units are available on monthly payment terms or on a LEASE BASIS, with purchase option.

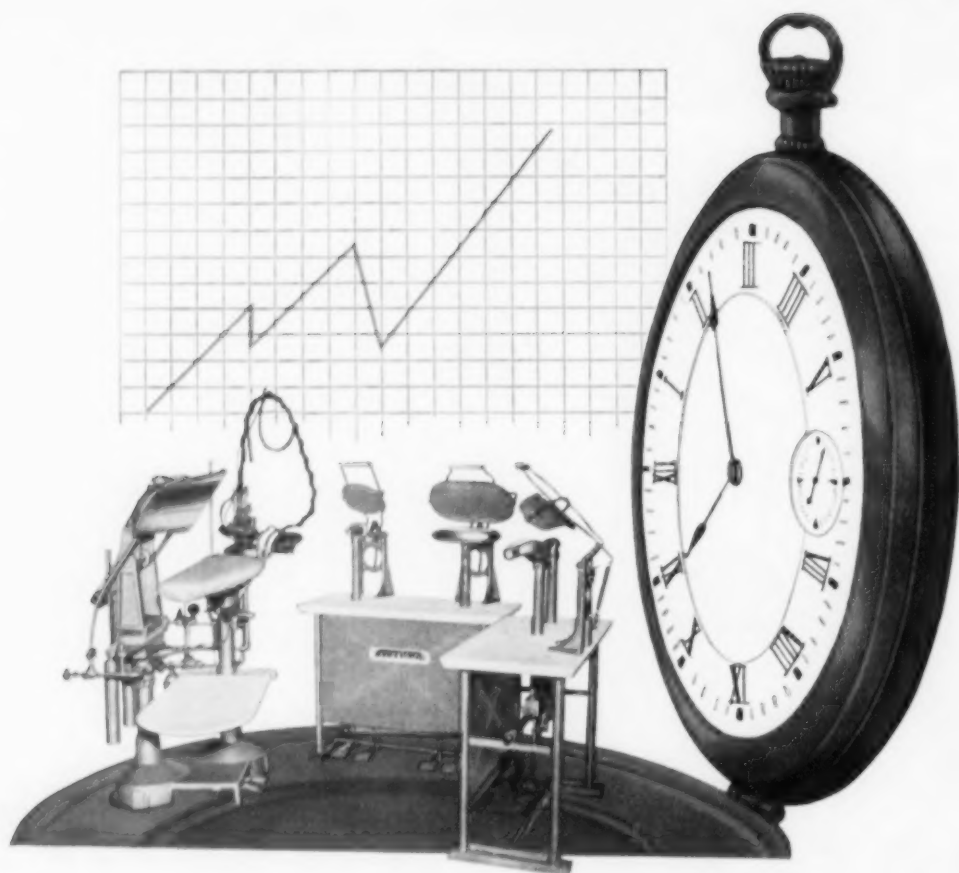
- Completely automatic; for single or two-bath cleaning.
- 2000 GPH Monel tubular filter with 4-way backwash valve and air-sludge-drying.
- MARLOW self-priming centrifugal pumps mounted on tank.
- Full 3" Quick Dump Line . . . to handle FASTER solvent flow . . . fewer re-runs, less spotting.
- Easy to install . . . comes completely piped, wired and assembled.
- Increased volume and savings in labor pay for your Mercury.

4400 SUCCESSFUL MERCURY OWNERS

Many use two units for better load classification . . . and added volume

MERCURY CLEANING SYSTEMS, INC.

1817 Benson Avenue, Evanston, Illinois • DAvis 8-0710



**IT MAKES TIME
SO IT'S GOT TO
MAKE MONEY**



Ask your Jobber Salesman to see
Excelsior's full color
movies "Two Hour Miracle" and
"Going to the Cleaners."

If you are not getting 10 to 15 dresses (or their equivalent) per hour, including plain, fancy and wet-cleaned, your silk unit needs investigating.

In many successful plants, the Excelsior One-Girl Silk Finishing Unit is affectionately regarded as the workhorse of the department, the *pace-setter*, the *time-maker*, the *money-maker*.

A strong finishing department must be built around the silk finishing equipment. Complicated garments can bog down the whole lot system if the unit is ineffective.

The Excelsior One-Girl Unit is virtually foolproof in processing fancy tailored garments of rayon, cotton, silk or wool. The Offset Press is positioned to natural ironing habits so that even inexperienced operators show excellent speed and quality. When volume is extra heavy, it serves as an auxiliary press to relieve the wool presses of miscellaneous items.

If you don't think you can afford a new Excelsior One-Girl Silk Finishing Unit, it's possible that you need one *now*.

*There's an Excelsior jobber nearby to serve you
or write direct for descriptive literature.*

EXCELSIOR
ONE-GIRL SILK FINISHING UNIT



Excelsior Machinery Company

1452 Randolph Street • Detroit 26, Michigan



Why do American Women Dress so Economically?

Because they have the world's largest group of skilled professional drycleaners to keep their garments in fine condition!

Women's clothes—even the low-cost kind—take lots of abuse because American women are the most active in the world. In sports, business, recreation, at home... American women demand smartness.

The professional drycleaner "Perks 'em up with Perk". Perchlorethylene is the best of cleaners... Stauffer's multiple-tested 'Perk' is the best of perchlorethylenes.

'Perk' is 100% pure drycleaners' perchlorethylene, stabilized for use in *all* synthetic drycleaning systems.

Your dealer can supply you with Stauffer's 'Perk' in the big blue-and-white drums. *Would you like a poster copy of this ad for display in your shop?* Ask your Stauffer dealer. Also... ask him for the attractive window sign that tells your customers you

"perk's 'em up with 'Perk'"



STAUFFER CHEMICAL COMPANY

380 Madison Avenue
New York 17, N. Y.

Sold Through Drycleaning
Supplies Distributors Everywhere



NEWLY HIRED counter girls tour plant; are educated on every step of production flow

Continued from page 62

as one way to develop or increase an awareness of niceness at the counter. The first prize was \$25. The winning slogan, "Customers Go Where Smiles Go."

2. We use complimentary letters from customers to highlight or dramatize service to customers—"above and beyond the call of duty"—and as an opportunity to give praise. When such a letter is received—and we receive many—the person involved is presented with a paper Silver Swan. There is a tiny envelope attached into which is placed a silver dollar. It is inscribed to this person and signed by Mr. Gelpi. (Incidentally, this isn't original with us; we adapted it from the red apple of the Lazarus Company in Columbus.)

The boss goes to the store—calls everyone together—reads the letter (the citation, so to speak) and then he presents the Silver Swan. The girl usually collapses, then she cries or just has to go and sit down to recover.

For example, a Silver Swan was presented because of this dramatic letter:

Dear Mr. Gelpi:

I am writing to congratulate the manager and girls at the Linden plant. I feel they deserve the highest tribute that could be paid to them.

When we had lived in this neighborhood less than a year our little boy, 7, was instantly killed by a car. Too stunned to think quickly, I called Swan one hour before closing time and asked if it would be possible to get the other children's clothes pressed. The manager was marvelous. She pressed the clothes and wouldn't take a cent.

The next morning, with the funeral 26 hours away, I again called Swan to find out what service we could get on shirts. The manager said it would be impossible, then hesitatingly asked me to wait a minute. She talked it over with

some of the girls, then back on the phone with a reassuring voice, she said they would take them to the Laundromat down the street and have them washed and the girls would iron them. *And they did.*

I will always have a big place in my heart for Swan. It means more to me than just a cleaning establishment. Congratulations again to the Linden employees. (These girls always seem busy, so they didn't just do it because they had nothing else to do.) If you would like to use this in advertising in any way you are welcome.

3. Shopping reports offer another opportunity to dramatize Niceness at the Counter. Every month we have several shoppers—untrained women, housewives—who visit all of our stores. They take a garment in and pick it up later. Then they go back and have a wait—sit in the store while their garment is being cleaned.

They write informal reports in story-like form. They tell us how the girl approached the counter. Did she smile, did she look the shopper in the eye, what was her greeting? Did she inspect the garment? Did she thank the shopper, did she use her name? How did the girl respond to any "bait" questions designed to see if she would sell a Swan service? At the end, all garments are picked up by us, inspected. These results, too, are a part of the reports.

On reports that are deserving the boss writes: "Nice report, Mr. Gelpi" or "Good job, Mary, Mr. G." Our supervisors take them to the stores and hold meetings. Our folks look forward to the shopping reports, and are very proud when they get a good one. This is one of the most important ways we picture to our folks the impression they make on customers.

Here is a paragraph from an excellent report:

I returned to wait for the garment that was being cleaned. Della, the manager, was taking charge and all were busy working. She smiled, asked if I would like the morning paper. She showed me Mrs. Rea's article in it. She had a most pleasing personality and her girls should absorb much niceness from her. She greeted each customer and called many by name. I had a friendly conversation with the woman who presses the dresses. She was doing a good job at her work, handling the garments so carefully. She smiled at me.

4. We have a little store paper called *The Trumpeter*. We are very proud of it because our folks write most of it themselves and it reflects the spirit of the organization. Each store has a reporter—it may be a cleaner, a silk finisher, a counter girl, a store manager, a presser. Of course we use it to sell Swan Cleaners and to help folks feel they are a part of this large organization but we do not propagandize in an obvious way.

5. We place a lot of emphasis on remembering names and calling customers by name. This will illustrate the kind of meetings we have, how we get people to apply what they read, how our girls contribute some angle of their own.

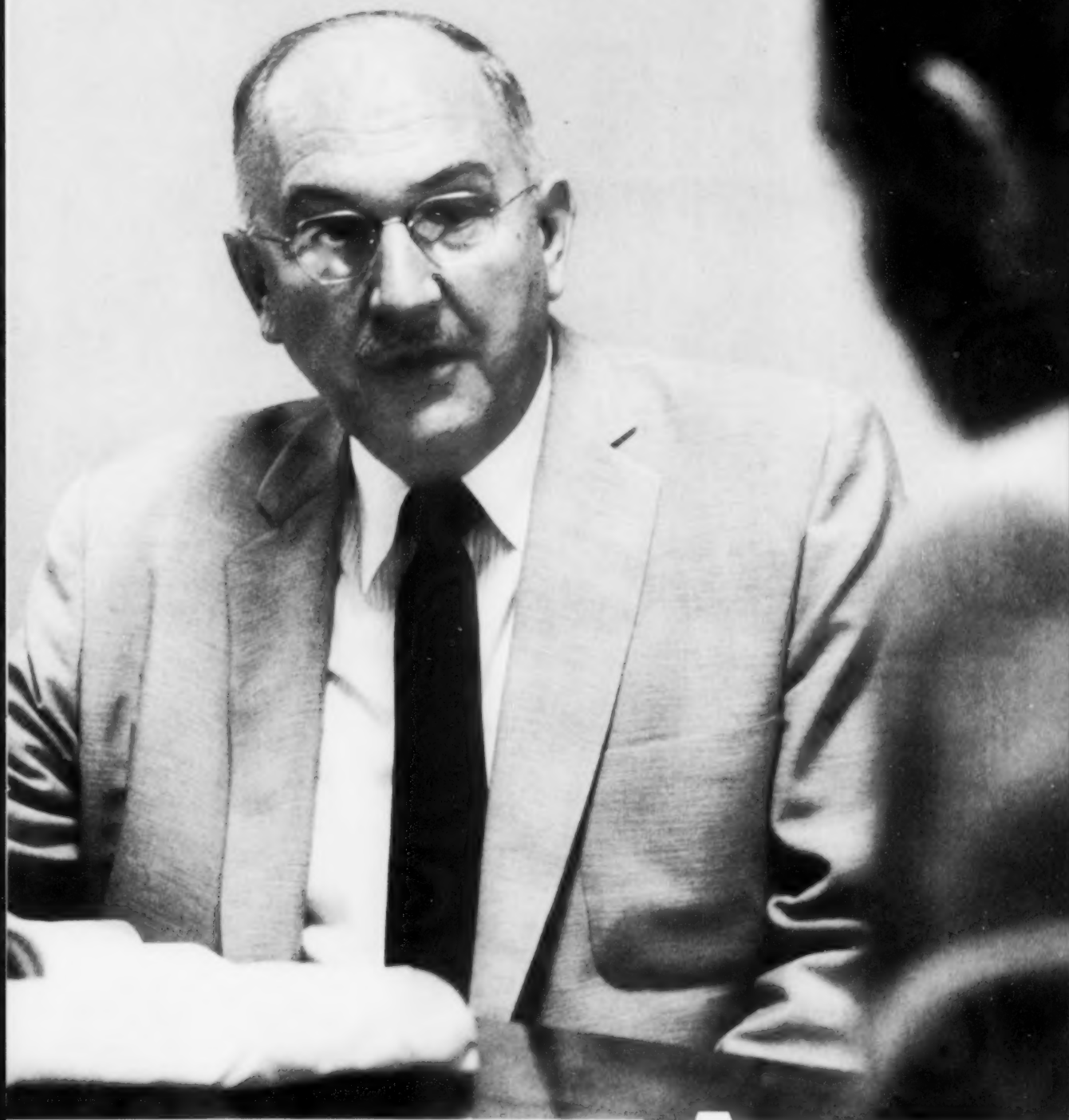
One store was studying the Elmer Wheeler booklet, "Names and How to Remember Them," which states: "Associate the name. If you will at once associate a new name with some-

Continued on page 69



HOUSEWIVES ARE ASKED to use Swan's service and then write informal reports on courtesy and helpfulness of counter girls

**What does American
mean, "complete line"?**



You can expect more from...

American
THE AMERICAN CLEANERS EQUIPMENT COMPANY



In washers alone, American offers you 17 different types in 79 sizes

Tumblers, 11 types; extractors, 9; presses, 12; also in various sizes! In all kinds of laundry, dry cleaning and rug cleaning equipment, American offers you a wide range of types and sizes.

This means important advantages for you. There is a complete selection from which to choose *exactly* the equipment you need. One source for all your machinery. One responsibility for its continuing fine performance.

This also means that whatever the size of your plant or your type of work, you'll find American has the right machine for you. A quality machine as well. American is a specialist in designing and building machinery for laundries of all types, dry cleaners and rug cleaners.

Listed below are some examples of this complete line of equipment. Individually, and all together, they show another way you can expect more from American.

Cascade End-Loading Washers
Cascade Side-Loading Washers
R. H. P. Cascade Washers
Cascade Unloading Washers
Lo-Door Mammoth Cascade Washers
Cascadex Washer-Extractors
Cascade Full-Automatic Washer Control
Cyclamatic Washer Control
Rinsomatic Washer Control
Selectro Washer Control
Sentres Washer Control
Monev Extractors
Motex Extractor
Notrux Extractors
Aircraft Drying Tumblers
High-Speed Drying Tumblers
Zone-Air Drying Tumblers
Challenge Drying & Conditioning Tumblers
Rotaire Conditioning Tumblers
Retron Flatwork Ironers
Streamline Flatwork Ironers
Super-Sylon Flatwork Ironers
Sager Flatwork Spreaders
Foldmaster Flatwork Folders
Stackrite Flatwork Stacker
Trumatic Flatwork Folders
Formatic Coat Unit
Formatic Shirt Unit
Super-Zarmo Presses
Super-Zarmoette Presses

Buckeye Dry Cleaning Washers
Synclor Single-Bath Perchloroethylene Solvent Dry Cleaning Units
Truclor 2-Bath Perchloroethylene Solvent Dry Cleaning Units
Truclen 2-Bath Petroleum Solvent Dry Cleaning Units
Noex 140 Flash Petroleum Solvent Dry Cleaning Units
Perclor-Saver Tumblers
Zone-Air Dry Cleaning Tumblers
American-Olson Tubular Filters
Aceco Dry Cleaning Presses

Cleveland-American Rug Dusters
Deluxe Mirza Rug Cleansing Machine
Super-Mirza Rug Cleansing Machine
American Pressurized Rug Cleansing Units
Deluxe Mirza Rug Wringer
Cleveland-American Rug Wringers
Cleveland-American Tape Conveyor Tables
Cleveland-American Rug Sizing Roll
American Nap Brush Roll
Super-Mirza Rug Dryroom Conveyor

You can expect more from...

American

THE AMERICAN CLEANERS EQUIPMENT COMPANY
Division of the American Laundry Machinery Company, Cincinnati 12, Ohio





ONE PUBLIC RELATIONS tactic of Swan Cleaners is to guide school children who are studying fabrics through the plant



CONFERENCE ON FABRICS for use in further training of counter girls is held by Mrs. Rea and assistants

Continued from page 66
thing, you will have an easy time recalling it." During the meeting, one girl came up with a little drawing or cartoon she had made. And with that—they were off. *Everybody* was making drawings of customers.

For example, one girl made a little drawing of a man's smiling face. He always came in the store with a big smile. His name? Mr. Smiley. Then there was a drawing of two legs and feet walking. This was Mrs. Walker. Association? Her husband's shirts have post office insignia on them and post office people walk a lot.

We reproduced many of these drawings with an article in our *Trumpeter* and a suggestion that other stores follow suit.

6. We use the decorating of our stores at Christmas as another means of helping people to feel they belong—to express themselves and to develop pride in *their* store. Instead of a professional, our folks do their own decorating. Each store may spend some money; also, they keep materials from year to year.

They try to outdo each other with interesting, attractive and ingenious displays. It is truly amazing what charming displays they come up with, even though they are amateurs. Customers comment, ask where they got this or that, and everybody feels proud.

The proudest are the folks in the store that wins the prize for having the best decoration. The prize is a fried chicken dinner, for everyone, served at lunch time.

7. We use visitors and tours as a

means of giving our own people a sense of importance and of belonging. For example, I took two women from Du Pont to see one of our package plants. The first person in the store I introduced them to, as we stepped inside the door, was the silk finisher who was working in the window area. I asked Helen to show the equipment and, before I knew it, she had launched into an explanation of the Fabri-Sheen drycleaning process and how the dressings we use improve the dresses. The visitors and I, too, were quite impressed.

When we have tours during the day, especially those for third graders who study clothing, we bring into the picture as many of our folks as possible. The manager, supervisor or myself may do most of the talking and showing, but along the way, at most of the working areas, our folks are introduced to the group and asked to show and explain what they are doing. It is most gratifying how well they show and explain.

As an example of how interested our folks are, recently for one group of third graders, two counter girls worked all one evening making cookies—little decorated gingerbread men—for serving at the tour next day.

There are many other ways of developing counter girls—or *anyone* in our stores—too many to go into detail about, such as:

Our Suggestion Plan.

Providing our stores with special articles written by other Columbus firms about our Swan folks.

The use in our stores of our Clothes Clinic articles (actually institutional

advertising) which appear twice a week in the *Ohio State Journal*.

The ways we use customer comment as a means of developing girls. The customer, educated or encouraged by us, does her share, too, in developing girls.

The dramatizing of the return to the customer of things of value found in people's pockets.

This developing of a spirit of niceness and helpfulness to customers is no easy job. There are no fancy, formal techniques. The "Hit 'Em Hard" approach does not work. You cannot say, either, "As of *now*—you will start being nice to customers."

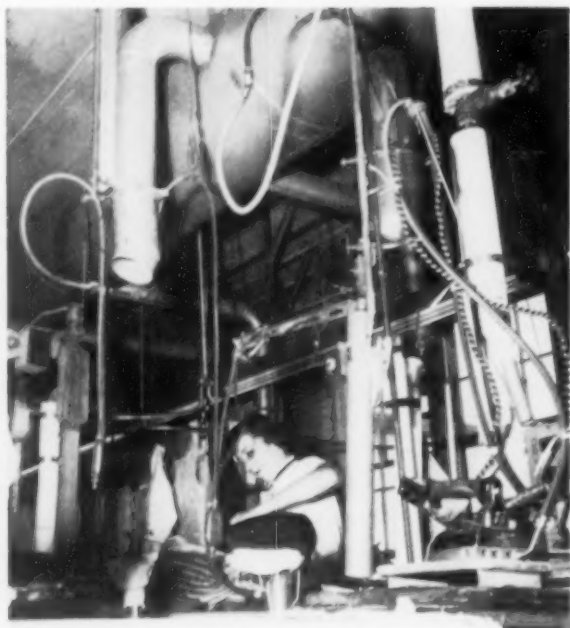
Rather, it is something you live—day by day. It is being close to your people. It is to be *so aware* that you can take advantage of many little happenings to further your objectives. It isn't one big formal program—it is the sum of hundreds of little things, some so small they may seem almost inconsequential.

What are the rewards? We think it pays off in many ways. In these days when self-service is increasing, we believe personalized treatment of the customer pays off in dollars and cents. Too, workers are more interested in and satisfied with their jobs. Also, top management can feel the business operation is a well-rounded one.

We feel at Swan Cleaners that we are on our way, building for the future, a long-range program. We feel we still have a long way to go to continually live up to our philosophy—with credit partly to Marshall Field—"Give the customer what she wants, and wherever possible, give more." # #



ON ROOF, air conditioning unit takes up little space. Unit cost \$4,000, has paid off in increased production and decreased absenteeism



EMPLOYEE WORKS under ideal conditions as unit does its job. Note main duct with two outlets at this work station

How To Improve Production

Air conditioning of plant is self-liquidating investment

By **RICHARD VINOCUR**

WOULD YOU LIKE a method to increase production, improve employee relations, decrease employee turnover and cut down summer absenteeism all in one simple operation? Ted Bowers, owner of the Parisian Cleaners in Lynn, Massachusetts, has found one.

Three years ago Mr. Bowers installed an air-conditioning unit. Today he feels the unit has paid for itself in increased production despite the initial cost of \$4,000.

The air-conditioning unit sits upon the roof of the plant. Cold water runs

through a filter, is evaporated and then cools air which is blown through many outlets in strategical locations throughout the plant. During summer hot spells, the plant is found to be at least 20 degrees cooler and during the cold months a warm-air unit allows the employees to work in comfortable surroundings.

Each work station has one and sometimes two outlets. The outlets are adjustable and the employee can regulate the air flow by sliding, in or out, a metal damper. Each outlet can also be turned to the direction or position in which the employee is working.

Everyone benefits

Several exhaust fans are also conveniently scattered throughout the plant to draw the stale and warm air to the roof-top. The main network of duct outlets runs through the entire plant and even the office help can



CANNONLIKE STRUCTURE, air-conditioning unit consists of filter, main line and water pipe on bottom. Filter is supported by guy wires to keep from sagging

work in the cool luxury of the air-conditioning unit.

Before the unit was installed, electric fans were used to circulate the air and keep summer temperatures down. But instead of increasing production the fans gave employees colds and increased absenteeism as well as slowing down the work schedule.

Less time off

Often when temperatures soared, the employees were sent home after only half a working day. With employees out of the plant need for office help was nil and secretaries and bookkeeping help were also given the afternoon off. In these instances production was at a standstill.

"During summer hot spells we were often a full week behind production schedules, but with the air-conditioning unit we find we are on a strict four-day service," Mr. Bowers stated.

Although Parisian Cleansers had a small percentage of employee turnover, it has been cut to a fraction of its former percentage through the installation of the unit.

Happier workers

As for employee relations, Mr. Bowers feels that the air conditioner has been a great help. He finds that it makes the employees feel he is interested in them and, as a result, the employees put more care into their work, do a better quality job and give more loyalty to their work and their boss.

The employees themselves feel that the unit has improved their work and most consider it a great aid to cutting down their days away from the plant. With this type of operation there will be few half work days during summer hot spells at Parisian Cleansers. # #

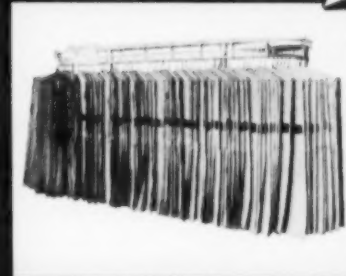
Fredrick E. "Ted" Bowers, owner of Parisian Cleansers in Lynn, Massachusetts, is also the present vice-president of the National Institute of Drycleaning. He is a graduate of the 53rd general course and a firm backer of the Institute's policies and schooling procedures. Ted has served a three-year term as director of District #1. Civic-minded, he is director of the Essex Trust Co., Lynn; a trustee of the Lynn Institute for Savings, past president of the Lynn Rotary Club, Chamber of Commerce, director of the YMCA and active in other community projects. His wife, Hazel, and he have two sons. Ted has just opened a new package plant, Parisian One-Hour Cleansers, in Salem, Massachusetts.

ANY CUSTOMER ORDER DELIVERED IN
15 Seconds or Less!



White
Automatic Conveyors
Give You a
**Lightning
Fast
CALL OFFICE**

FOR GARMENTS



White "STOR-U-VEYOR" Automatic call office conveyor and storage rack for hanging garments. Gives you to 40% more hanging capacity. Models up to 600 orders.

FOR LAUNDRY BUNDLES

NEW White "PAK-U-VEYOR"

Automatic call office conveyor and storage bins for laundry bundles.

Dial YOUR ORDERS



White
U-Dial

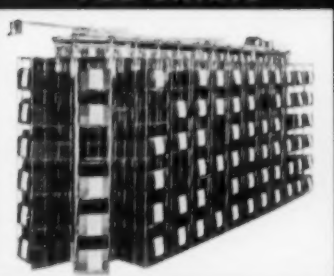
Amaze your customers! Merely dial the order and it's brought to your counter automatically.

GET THE FACTS...
Mail Coupon for Complete Information

HERE'S AUTOMATION PLUS A COMPLETELY NEW LOOK FOR YOUR PLANT!

With "White" conveyors, your call office transactions (for drycleaning, shirts or laundry) are completed in seconds. And . . . your customers are positively amazed at the speed and efficiency of your service.

FOR SHIRTS



White "SHIRT-U-VEYOR" Automatic conveyor and storage bins for packaged shirts. Models for 750 to 3000 shirt capacity.

MAIL COUPON TODAY

WHITE MACHINE COMPANY, INC.
14th St. & Lafayette Ave., Kenilworth, N. J.
Please RUSH complete information on your Call Office Conveyors. N 47

FIRM

ADDRESS

CITY

ZONE STATE

YOUR JOBBER



PARKING SPACE in front of plant and pedestrian walk through to rear make it easy to enter call office from either side when parking is heavy in shopping center.

Change of Pace Attracts New Customers

Plantowner realigns service to meet population growth

By HARRY YEATES

ARE YOU MISSING potential volume because of the population shift to the suburbs? That conclusion was reached by Orval Slater of Slater-White, Inc., of San Antonio, Texas. To offset this, the firm recently opened a package plant to capture business that had previously eluded it.

An attractive plant, plus sound merchandising ideas and excellent service, is gaining the company that lost business. In fact, volume in the new venture has already increased over 200 percent in the first five months of operation.

The success of the branch plant is due to three factors:

1. Careful selection of location
2. Analysis of the type of customer to be served
3. Efficient layout and workflow

Before Mr. Slater signed a 10-year lease, he considered the advantages of long-range volume potential as against relying on immediate success. With the help of allied tradesmen he deter-

mined that the most suitable location for the new plant was in a shopping center that would eventually be near a main traffic artery to the city. The road in question will be connected to a superhighway now under construction. The completion of this thoroughfare will change the flow of traffic to the heart of the shopping center. It will make the plant location more valuable in the years to come.

Other types of stores already open in the shopping center were also a factor in selecting this specific location. They include a large supermarket, a barber shop next door to the drycleaning plant, a restaurant, a drugstore and other retail outlets that attract a steady flow of traffic in and out of the area.

Plenty of parking space

Parking facilities are available in the front and at the rear of the shopping center. Pedestrian entranceways

Continued on page 76



GARMENTS are cleaned in 40-pound automatic unit by plant manager, who was trained for job before plant officially opened

NATIONAL CLEANER & DYER



SMASH HIT

of the NID Convention

If you didn't know it before, you found out at the NID Convention. Butler has the most complete equipment line in the industry. Synthetic units, extracting washers, filters, stills, presses, reclaimers, muck cookers—you and thousands of other drycleaners thronged around this equipment at the big, colorful Butler display.

Everyone's interested in your business.

But Butler's interested in your success. That's why Butler offers not only everything in equipment, but also direct factory sales, financing, installation, plant layout, service.

Only by taking an interest in every phase of your business can Butler—or any company—make a significant contribution to your success. So team up with the company that does something about it: Butler.



BUTLER MANUFACTURING COMPANY

7452 East 17th Street, Kansas City 26, Missouri
Dept. 13, Room 602, 103 Park Avenue, New York 17, New York
Dept. 23, 1858 Cheshire Road, N.E., Atlanta, Georgia
624 S. Michigan Avenue, Chicago 5, Illinois
8905 Lake Avenue, Cleveland 2, Ohio

Manufacturers of Dry Cleaners Equipment • Buildings • Oil Equipment • Farm Equipment • Outdoor Advertising Equipment • Custom Fabrication
Factories at Kansas City, Missouri • Minneapolis, Minnesota • Galesburg, Illinois • Richmond, California • Birmingham, Alabama • Houston, Texas • Burlington, Ontario, Canada

Now, it costs less to end cleaning complaints

*Honeywell's Electronic Humidity Control System
gives you consistently finer cleaning—cuts labor costs in
pressing, spotting and washer operation*

TO GET consistently fine cleaning your solvent relative humidity *must* be matched to the needs of each clothes load. And now for the very first time, Honeywell's new Relative Humidity Control System gives you complete, accurate and immediate control of your solvent, plus visual indication.

You save labor costs because your presser and spotter spend less time on each garment—have fewer reruns. *And the system is so easy to operate, your*

washer operator doesn't have to be an expert.

The Honeywell Humidity Control System can be used with single bath, 2 bath or batch processing, in either synthetic or petroleum plants. No adapting machinery is needed.

Get full information on the Honeywell system. See your soap or washer manufacturer, call your local Honeywell office. Or write directly to Honeywell, Dept. ND-4-122, Minneapolis 8, Minnesota.

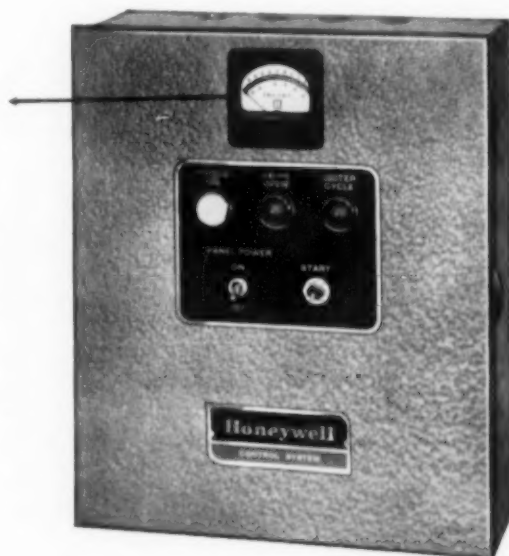
Actual relative humidity reading at a glance—with Honeywell's W404 Electronic Humidity Control Panel. Response of the W404 is immediate, too.

The W404, plus the two following outstanding controls make up the complete Honeywell Humidity Control System:

Gold Grid Humidity Control—reacts immediately to slightest humidity variation. Adds water the exact instant clothes need it.

Vapo-Lator—gives precise measure of water content of dry cleaning solvent mixture. Insures the correct metering of water into the washer.

You can now order your next washer already packaged with Honeywell's Humidity Control System.





Customers are more satisfied and so are you, because Honeywell's Humidity Control System means less spotting,

wrinkling and shrinkage. Colors come brighter. There are fewer breaks . . . also less color bleeding and fabric piling.

And make your drying easier, safer, drier with HONEYWELL'S TUMBLTROL® Tumbler Temperature Control Panel

Reduces lint too! Now, with the Honeywell Tumbltrol all the operator needs to do is set two simple dials—one for time and one for the material—then walk away and forget it. The drying process will be automatically guided through its cycle to perfection, controlling the temperature for the exact interval of time you have selected. Honeywell controls are also available for stills and solvents. If you have Stoddard plants, ask about our pneumatic panels.

You can now order your next tumbler already packaged with TUMBLTROL—Tumbler Temperature Control Panel.

*trademark



Honeywell

112 offices across the nation



First in Controls



LAYOUT of new equipment permits wool and silk finisher to alternate duties and finish garments with minimum of confusion



PLANT MANAGER often delivers finished garments to customers and accepts payment when counter girl is bagging clothes

Continued from page 72
from the rear parking space to the front made it equally appealing.

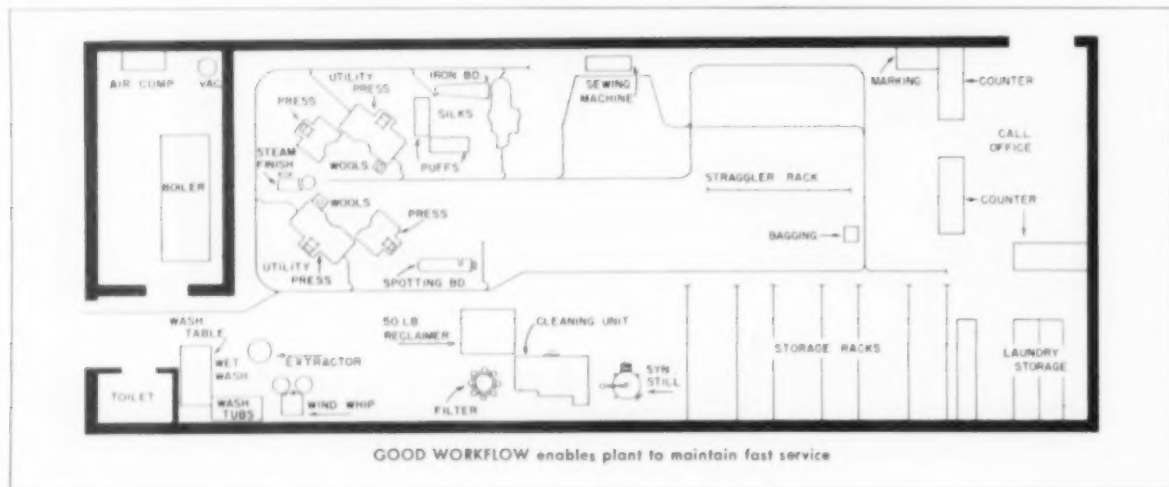
In addition, the area within several miles of the proposed plant was rapidly being developed with medium-income housing units. Analyzing the situation proved to the plantowner that these families used the facilities in the shopping center and wanted flexible dry-cleaning available to them.

Although the plant opened during the height of the warm weather, volume during the first week of operation reached \$300. Weekly volume at the end of the first five months has hit \$900. By preplanning the most efficient layout to fit the equipment the plant has been able to reach a break-even point within five months. Opening in a slack season permitted the plantowner to test the equipment and ultimately turn the plant into a better and more efficient unit in the months to follow. Then, too, the fact that he had operated this type of plant before made Mr. Slater cautious about attempting to build volume immediately.

Varied promotion

Newspaper advertising issued by the main plant mentioned the location of the new branch. There was no open-house celebration. However, shortly after the plant opened a series of television spot commercials was used to call attention to the fast service. Over 1,000 postcards were mailed to prospective customers in the residential areas surrounding the shopping center. Since the plant was opened, approximately \$600 has been spent to tell the public about the new service.

According to Mr. Slater, good layout of the equipment guaranteed the success of the new branch. A system of slickrails was installed throughout



the plant. This starts at the marking counter next to the plant entrance. It permits easy transporting of each garment to the drycleaning unit located along the side wall of the plant. From cleaning and spotting, garments are moved on the slickrails to the finisher and processed. Then they are pushed back to the bagger and hung in the storage area next to the cleaning unit.

All laundry bundles brought to the branch are sent to the main plant for processing. A daily shuttle service between the two plants carries the work back and forth.

Training for flexibility

All employees in the plant were trained by management before the opening to alternate duties. Operating as a small, compact unit, the plant to date has had no production problems. The manager, a former student at the National Institute of Drycleaning, handles all drycleaning and spotting in the plant. The wool finisher also handles spotting and does the wet-cleaning. The silk finisher has been trained to do any of these jobs if the need arises. A counter girl and the sewing lady alternate their work depending on the flow of traffic in and out of the plant. They have been trained, also, to be flexible enough to handle two or three different jobs.

Before the plant opened a comprehensive study was prepared to determine exact costs. Then the plantowner

set his sights on making a profit on each item processed in the plant. Based on a reputation for producing a quality job in the main plant, the new unit was planned to give sound value for a job done properly. Base price is \$1.25 for a man's suit and \$1.50 for a lady's dress. Every garment brought in by 9:00 a.m. is ready for pickup by late afternoon with no extra charge for fast service. The call office is open from 7:00 a.m. to 6:00 p.m. six days a week.

The new plant measures 2,400 square feet. It contains a 40-pound-capacity synthetic cleaning unit with automatic controls, a filter and still, a solvent reclaiming machine, two utility presses, two pants toppers, one steam-air finisher and one offset silk press with finishing board. Plus a 15 hp. boiler, a scrub table and a drying cabinet for the spotter and a vacuum unit air compressor. A one-ton refrigeration unit was installed by a local concern to cool the cleaning unit and help produce a better quality to the finished garments.

Layout also flexible

Equipment has been arranged so that as volume reaches a \$2,000 maximum more productive employees can be added without changing the basic layout. Total investment in equipment and supplies amounted to \$27,000.

The building contains spun-glass insulation with air space between the roof and the false ceiling. Louvered windows along the front of the building and fans at the back of the plant keep air circulating even on the warmest day. The plant was constructed with fluorescent lighting. Tile flooring was installed before the equipment was placed in position.

For payroll purposes a base was established amounting to 35 percent of the anticipated sales. In mid-December it was 30.5 percent. According to the plantowner the equipment has been set up to reach capacity quickly. Also, the flexibility in layout enables five employees to do several different jobs and still produce a quality garment in the plant.

Suburbanites respond

This source of additional revenue—the suburban market—has been tapped by capitalizing on an established reputation for producing quality work and giving the customer the type of service she was asking for. With this type of rapid success the plantowner is eagerly awaiting the opportunity to open additional units in other shopping centers of the city. ##

FUR-FEEL is
1ST AGAIN



FLUFFY
electric carder

ADDS THE FINISHING TOUCH TO ORLON-DYNEL, FLEECES, ALPACAS, FUR-FIBERS. SIMPLE TO USE. CARDS AND GLAZES AT THE SAME TIME. THERE'S NOTHING TO TUFTED FOR FLUFFY.

FORMULA 101

Amazing new pre-spotter. Moves collar, cuff & hem line soil. Other difficult stains. Wet & dry side. Ideal with all systems . . . on all problem fabrics.

FORMULA 404

Heat conditioning insulator spray. After cleaning, lets you glaze, card or finish pile fabrics with heat. Aids in removing tufting, matting, for a new feel & look.

GET THE FLUFFY PACKAGE DEAL \$42.00

F.O.B. Brooklyn, N. Y.

Get started on finishing pile fabrics Now! You receive FLUFFY plus cleaning-conditioning chemicals for up to 75 garments!

ORDER DIRECT OR SEE YOUR JOBBER

Fur-Feel Corp. 231 Eagle St./B'klyn 22, N.Y.		
GENTLEMEN: Send me the FLUFFY package deal. C.O.D. parcel post . . .		
Name		
Firm Name		
Address		
City	Zone	State
Jobber's Name		

Plantowner Orval Slater, past president of the National Institute of Drycleaning, has spent over a decade promoting the advancement of the drycleaning and laundry industries. Speaking at the AIL convention in Denver last fall, Mr. Slater urged plantowners across the country to "insure our future" by allocating a budget for research and development.

Mr. Slater represented the industries on the War Production Board during World War II, was active in the administration of the Commercial and Domestic Equipment Division, later served as Director, Service Equipment Division.

As past president and director of several state-local drycleaning and laundry associations, Mr. Slater still manages to maintain active directorship of numerous civic and cultural events in the city of San Antonio, Texas.

To all users of Laundry, Dry Cleaning

An Announcement

W. H. NICHOLSON & COMPANY, in business for more than seventy-five years, is a leading manufacturer of steam specialty equipment and metal partitions, with plants located in Wilkes-Barre, Pa., and sales offices in 98 principal cities.

For the past two years, NICHOLSON has been sole maker of HOFFMAN equipment for the Laundry, Dry Cleaning and Pressing trades. The company has gained thorough knowledge of the trade's requirements and the "know-how" to produce the equipment which has established leadership for HOFFMAN.

W. H. NICHOLSON & COMPANY will supply HOFFMAN equipment directly to Laundry, Dry Cleaning and Institutional users under the HOFFMAN name. The present field distributing organization for HOFFMAN Laundry, Dry Cleaning and Pressing equipment will be utilized by NICHOLSON to serve present and future customers.

How You Will Benefit by Nicholson Policies

PRODUCT-WISE

- . . . NICHOLSON will maintain the highest quality standards in materials and fabrication.
- . . . NICHOLSON engineering will provide constant product improvement.
- . . . NICHOLSON research and development have been initiated to anticipate future requirements of the market.

SERVICE-WISE

- . . . NICHOLSON will inaugurate greatly improved service standards to insure prompt attention to the needs of customers.
- . . . NICHOLSON is instituting a nation-wide organization of Service Representatives for the training of local service personnel, to assure continuity of customer operation.

To the fine reputation of HOFFMAN Equipment, NICHOLSON adds a seventy-five year record of outstanding production and customer service. We look forward to association with present HOFFMAN customers and seek the interest of all who use Laundry, Dry Cleaning and Pressing equipment.

NOTE: W. H. NICHOLSON & COMPANY has acquired only the Laundry, Dry Cleaning and Pressing equipment activity from U. S. HOFFMAN MACHINERY CORPORATION. Other HOFFMAN activities are not affected by this acquisition.

and Pressing Equipment

of Utmost Importance

Effective March 20, 1957

W. H. NICHOLSON & COMPANY

acquired all patents, tradenames and exclusive rights
related to the production and distribution
of the entire line of Laundry, Dry Cleaning and
Pressing equipment previously sold under
the name and trademarks of

U. S. HOFFMAN MACHINERY CORP.

N

ICHOLSON

OF WILKES-BARRE, PA.



cleaned by you
kept clean by International bags

Your jobs, your customers' clothes stay clean, well pressed—on the street, in the closet. And—your selling message in bright colors on the bag works for you outdoors and in—for weeks on end. Call your supplier today.



QUESTIONS and ANSWERS

Ink Stains

My customer claims that the ink spots on this red shirt are from a ball point pen. I tried to remove the stains first on the dry side and then on the wet side but without success. Can you tell me how to remove them?—G. U. C., North Dakota

Our efforts to remove the ink stains on this garment were to no avail.

The fact that the stains bleed to some extent on the dry side seems to indicate that the customer is right in her statement about the ball-point pen.

However, the primary difficulty in this stain removal is not so much the stain itself but the fact that it is on a fabric (cotton) from which such stain removal is very difficult. To make matters worse, the red dye of the shirt bleeds in both plain water and plain solvent. This of course precludes any attempt to remove the ink stains without a serious loss of color from the garment itself.

Your attempt in first working on the dry side followed by procedures on the wet side was entirely correct. Most ball-point-pen inks bleed on the dry side and therefore any removal procedure should start with the use of the volatile as well as oily-type paint removers. But the difficulties of a dyestuff in the garment that bleeds on both sides, coupled with the stains being present on a cotton fabric, make any safe removal of them impossible.

Fugitive Yellow Dye

What has caused the bleeding of color in this bolster cover? It was cleaned by hand with petroleum solvent.

—C. B. P. C., New York

The design of this fabric has been produced by using a gold pigment print plus a metal thread that has been twisted around a yellow thread. The yellow dye used in the yellow thread bleeds slightly in plain water; this is more pronounced when a neutral detergent is added to the water.

The bleeding of the yellow dyestuff has probably taken place through the action of moisture and detergent that may have been present in the solvent system. The yellow dyestuff does not bleed in plain solvent.

I would suggest that this bolster be soaked out in a bath of solvent to which has been added one of the charging detergents and a small

amount of water to raise the humidity factor of that bath. Soak the bolster for about an hour, then reclean in a dry detergent system and tumble dry. This procedure is an attempt to clear the fugitive yellow dye that has bled from the thread, rinse it clear, and then get the fabric dry as soon as possible.

Melting Waist Bands

What causes rubber waist bands in slacks and trousers to melt during the cleaning process?—R. D., Michigan

The problem of rubber waist bands that become soft and tacky when the garment is drycleaned has become pronounced in recent months. What is more, the manufacturer is fully aware of this problem.

The difficulty does not lie in the cleaning solvent. Tests have been made that verify this fact. The damage is caused by heat—either when the garment comes in contact with steam or heat during the deodorization process.

So far the answer has not been found. While millions of yards of this band have been produced the percentage damaged in this manner is very small. Some believe that copper compounds in the latex may be a contributing factor. But so far nothing definite has been determined. It is not, however, a failing on the part of the cleaning process.

This band material can be purchased by the yard. Since the manufacturer is aware of this problem he may be willing to replace it through the store selling the garment.

Stain After Drycleaning

After drycleaning a stain appeared on this jacket which the customer claimed was not there before. Please send us your opinion.—C. C. D., Connecticut

We believe the yellow stain on the jacket sleeve is caramelized sugar. This type of stain presents a very difficult situation for the drycleaner and is often a cause of dispute between him and his customer.

The problem lies in the fact that the staining substance, reducing sugar, is invisible to the naked eye until such

time as it becomes caramelized. However, caramelization does not take place until the reducing sugar is exposed to heat. Thus it often occurs that no stain is evident when a garment is sent to be cleaned but shows up after the cleaning process when it has been exposed to the heat necessary in deodorization and finishing.

Reducing sugars are commonly found in such solutions as fruit juices, soft drinks, etc.

We do not believe that the drycleaner has caused the staining substance, reducing sugar, to be present in the garment and therefore we do not feel that he is responsible where these stains develop in drycleaning.

Surface Dye Loss

Can you tell us what caused the discoloration on this man's suit?

—B. C., Florida

The discoloration is the result of a loss of the surface dye. This fabric is made from pure silk yarns. In fabric of this kind this type of damage is quite common. It is the result of the dyestuff on the surface being crocked off when exposed to friction and subsequently to the cleaning process. The dyestuff has not penetrated into the yarn; since it is primarily on the surface, any exposure to friction or abrasion results in this condition.

After the dye on the fabric has been exposed to this friction or abrasion during wear the cleaning or washing process actually flushes this loosened dyestuff from the yarns. You will notice that the loss of color is most pronounced in areas that are more severely exposed to friction during wear, such as the pockets, where the billfold is carried, the collar, etc.

While this damage is not the fault of the cleaning process but the failure of the dyestuff, you can still help make the garment serviceable by treating it to what is known as an "oil dip." First, make up a bath of one part white mineral oil (drugstore variety) and nine parts solvent (petroleum or synthetic). Then immerse the garment in this bath for a few minutes. Extract moderately and tumble dry. Some operators add a little dry sizing to this oil bath which also tends to improve the hand of the fabric.

ELIMINATE TEMPERATURE GUESSWORK! CISSELL DRYCLEANING TUMBLERS

STEAM-HEATED — SINGLE BASKET

36" x 18" • 36" x 30" • 42" x 42"



**Nobody but Cissell makes a
positive 8-Stage Heat Control**

Think what it means to maintain the exact temperature you want with each drying load! (For actual proof write us today.) But, accurate temperature control is only one of many Cissell Tumbler features. In addition to the features illustrated at right, consider these:

- Large volume of air for fast drying and complete deodorization
- Full-width lint drawer
- Static Steam Spray from pre-heated chamber
- 2-Way Fire Extinguisher
- Separate fan and basket motors
- Cissell-built Gear Reducer for quiet, long-life operation
- Air filters standard equipment on 42" x 42"
- Simple maintenance — all parts accessible

ALSO AVAILABLE: Cissell Gas-Fired or Steam-Heated Laundry Tumblers: Double Basket "Twin": Single Basket 36" x 18", 36" x 30", 42" x 42".

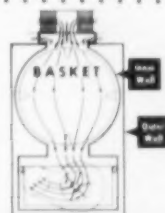


Selector Knob can be moved easily from cold to hot, or to any intermediate SET STAGE.



NO-SAG BASKET

Rugged, No-Sag Basket specially designed to take the load without need of auxiliary supports.



DOUBLE WALLS

Add strength . . . keep heat in!

CISSELL

Consult Your Jobber

W. M. CISSELL MFG. CO., INC.
LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles. Foreign Distributors write Export Dept.
Cable Code: "CISSELL"



CALENDARS are most popular of all giveaways, representing nearly 50 percent of total. Most practical type for dry-cleaners and laundriers are those with added feature—household hints, recipes, shopping lists, memo space, pockets for filing memos.

mately 50 percent of American businesses use this medium, at an annual cost of about \$400 million. Currently, between 4 and 5 percent of the nation's advertising budget is being put toward advertising specialties.

An insurance man in Auburn, New York, is credited with developing the first advertising calendar and thus beginning the advertising specialty industry. In 1845 he affixed calendar pads to his advertising signs and soon saw the signs, which now served a useful purpose, hanging in taverns and stores in the town. Previously, no one would hang his signs, but with the calendars attached, they were readily acceptable.

The concept behind advertising specialties, otherwise referred to as "remembrance advertising," is that they are designed to fix specific products or services in the minds of consumers. This is particularly true of businesses such as laundries and dry-cleaning establishments that depend on repeat sales throughout the year.

For the drycleaner and launderer, this type of advertising helps him accomplish three things:

1. Building name identity.
2. Holding old customers.
3. Inviting more business.

There are literally thousands of different items used as advertising specialties, but these can conveniently be divided into three main classes: advertising novelties, executive gifts and calendars.

Advertising Novelties: These are relatively inexpensive items produced for mass distribution. There are myriads of items in this class, such as pencils, ball-point pens, hangers, automobile hanger racks, telephone dialers or phone-book covers, miniature bars of soap, toys and balloons, zipper sticks, matches, ashtrays, bottle openers and caps, memo books, blotters, coin purses, combs, clothes brushes, piggy banks and hundreds more.

Such novelties may be distributed by at least five different methods: during plant tours, by mail, from the call-office counter, by route salesmen and to club members during meetings.

Some firms display a different item every month or so on their counters and customers are encouraged to take one. When customers become aware that the items are changed every so often they will look forward with interest to the next giveaway. The same thing is often done on the routes, with the routemen delivering a new surprise every few weeks.

A number of firms have their items especially imprinted for prospects. Small, useful kitchen items for the "lady next door" invite new business and routemen distribute these to the immediate neighbors of a good customer. Such items as kitchen scoops, spoon holders, salt and pepper shakers and egg separators may carry copy reading: "We Clean Your Neighbor's Clothes. May We Clean Yours?"

Continued on page 86

What Kind of Copy to Use

If your advertising specialty contains too much advertising copy it won't be kept or used. Normally, your message should include your firm name, address and telephone number. If there's ample room and you have a catchy firm slogan, you might use that. Following are a few slogan samples used by dry-cleaners.

We Put a Future into Clothes with a Past

Clean clothes last longer . . . look better

The Cleanest Number in Town —Mayfair 12345

Everything You Wear We Clean with Care

It Looks Like New When We Are Through

Your Clothes Deserve the Best

Freshen the Impression (NID)

new shirt packaging methods boost profits!



No waste here! Carry-Pack saves time and money on boxes too! Carry-Pack dispensers serve one handle at a time.

CARRY*PACK® Handles on bags save 40% to 60% on shirt packaging costs!

Boxes, string, paper, and cellophane tape are becoming increasingly expensive to use, and there's no sure way to avoid wasting them. Add the *high labor cost* of applying these materials, and you'll see why you *save* with Carry-Pack gummed tape handles. Carry-Pack handles *cost only a fraction of a cent each*, and give you *complete control over packaging materials*. Switch to the Carry-Pack and bag system now, to take full advantage of these important savings. Your Carry-Pack representative will be glad to give you helpful suggestions, make a cost analysis, and arrange a free demonstration, completely without obligation. Contact Carry-Pack now!

MAIL THE COUPON NOW FOR A PACKAGING COST ANALYSIS AND FREE 10 DAY TRIAL!



CARRY*PACK®

SCHILLER PARK, ILLINOIS



Carry-Pack dispensers are loaned free—you buy only the handles!

CARRY-PACK COMPANY, LTD. SCHILLER PARK, ILLINOIS

Canadian licensee: Top Paper Products Limited, Guelph, Ont. HCD 4
Gentlemen:
... Please arrange for a free, 10 day trial.
... Please send me literature and samples of Carry-Pack.
... Please have a salesman call.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

PROVED DEPENDABLE BY DRY CLEANERS! VIKING SOLVENT PUMP

Performance with hard usage has proved that dry cleaners can depend on this Viking V-belt drive pump to move solvents efficiently. It always delivers a smooth, even flow. It is Underwriters approved. Better install them in your plant!



Note these features:

- Holds a high vacuum
- Fast self priming
- Does not heat solvent
- Does not block up with lint
- Quiet operation
- No lubrication of pump required

For complete information write for bulletin Dq.



VIKING PUMP COMPANY

Cedar Falls, Iowa, U. S. A. In Canada, it's "ROTO-KING" pumps

See Our Catalog in Sweets

Continued from page 84

Other firms use the mails—if the item isn't too bulky—to send a different novelty to customers and/or prospects every month—sort of "Gift of the Month" plan. Some aggressive drycleaners and laundries find out the dates of their customers' birthdays and send an appropriate remembrance gift for the occasion. This is especially effective.

A popular giveaway for club card parties would, obviously, be decks of playing cards. While you're at this, pencils and pads—to help keep scores—properly imprinted with your firm name are very welcome.

Whatever you give away and however you do it, always remember that the items should be carefully chosen to be of real value to the customer or prospect. Cheap gimmicks that break easily or have no real use are to be avoided.

Executive Gifts: These are usually the more expensive items personally and selectively given to commercial accounts, particularly at Christmas time. An executive gift may be imprinted or personalized. In either case, it is a constant reminder of someone's thoughtfulness. A few of the more

popular executive gifts are cocktail sets, leather desk accessories, clocks and jewelry items. A significant part of this class is the food gift, such as fruit cakes, cheese packages, etc. These are often packed in useful, permanent containers, like lazy susans or sets of glassware.

Calendars: By far the most popular of all advertising specialties is the calendar, representing nearly 50 percent of the total. About one for each man, woman and child in this country is produced yearly. Since a calendar usually stays on the wall for 12 long months it is one of the best—and cheapest—forms of reminder advertising.

Calendars are available in a number of different types for special purposes. Miniature-sized calendars for use on tables and desks are especially popular. One cleaner has distributed 12,000 desk calendars annually since 1932.

Small, dignified wall calendars are also popular for the home, while jumbo-sized models are available for display in public places like restaurants, recreation spots, offices, plants, etc. A favorite display-type calendar for hang-up in industrial plants car-

ries a safety theme and is widely accepted by safety-conscious managers.

Since the average home hangs only two-and-a-half calendars and receives probably five or six, the field is very competitive for the laundry and dry-cleaning advertiser. A calendar which is cheaply made or lacks a powerful appeal generally winds up in the wastebasket.

Because of this competitive factor in getting your calendar hung in the home it is often wise to use one that has premium features—something extra beyond a record of days. Since an average of one-and-a-half calendars are used in the kitchen, those carrying household hints, recipes, shopping lists, space for writing memos or pockets for filing are particularly well received. Some laundries use pocket calendars that serve as an ideal means of getting laundry lists into the hands of customers. This is accomplished by inserting a number of laundry lists into each of the 12 calendar pockets—a year's supply for every customer.

Calendar advertising should be kept to a minimum because, if it's too prominent, out goes the calendar.

In calendar illustration color is a must, and story-type pictures are most favored (paintings like the covers of the *Saturday Evening Post*). A different picture for each month is favored over one illustration. Family scenes, scenery, children, babies and pets are best for domestic use; cartoons and nudes are definitely out.

Appeal of friendliness

Advertising specialties are a friendly goodwill gesture, and a form of advertising that is relatively durable compared with, say, a newspaper ad. All other things being equal, a person will do business with someone he considers a friend. The advertising specialty says "Thank You" to a customer, and "We want to serve you" to a prospect. Every time the recipient looks at an advertising specialty he is reminded of the advertiser's name. It is this constant repetition that establishes company recognition and preference.

Specialties are not a substitute for a hard, aggressive selling campaign, but may be incorporated with one. They do offer an easy way of keeping your name before your public's eye if you don't do much advertising on a regular plan.

Ad specialties are valuable sales stimulants if they are (1) chosen with care, (2) distributed to the proper persons, and (3) made a part of the advertising program and utilized as a solicitation device. # #

ASSOCIATION NOTES

Indiana Plans New Program: To increase its usefulness to members the Indiana Dry Cleaning and Laundry Institute has taken two steps.

First, the group has appointed William B. (Bill) Clayton as executive secretary. Mr. Clayton is a graduate of the University of Oklahoma and has attended graduate courses in his field at Harvard and Michigan State Universities. He is also a graduate of the AIL and the NID and has managed his own plant.

Second, the Institute is developing some new activities. It will provide personal, on-the-spot assistance to members on plant problems. It will set up week-end clinics and schools and explain the latest in techniques and methods with qualified personnel to demonstrate. A bulletin service will also be provided.

Group insurance, a textile analysis service, proposed legislative activity and a centralized headquarters for information pertinent to the industry are among the other services to be offered by the Institute.

Officers of the association are Julian I. Saltzstein, Gary, president; Mrs. Katharine Smith, Indianapolis, vice-president; Harry Hudlow, Jr., LaFayette, treasurer.

##

Maryland News: Hy Needelman won the grand prize of a double room at the Ritz Carlton Hotel in Atlantic City during the NID Convention at the twelfth annual Maryland Drycleaners Guild Banquet. Over 167 members, wives, allied tradesmen and guests were present. At the affair Irvin N. Hackerman, first vice-president, received a scroll in recognition of his untiring efforts on behalf of the MDG.

"An Informed Drycleaner" is the theme of the cooperative advertising program being staged by the MDG. One of the distinctive features will be the insignia of the MDG. Drycleaners who subscribe will have their name, phone and address included in the ads.

MDG President Melvin Schulman appeared as a representative on WBAL-TV "Inside Your Schools" public service program. President Schulman explained how the Guild serves the vocational school in an advisory

capacity and also supplies students with technical information.

##

Michigan Conference: The National Institute of Drycleaning and the Michigan Institute of Drycleaning will co-sponsor a conference May 11-12 at the Olds Hotel, Lansing, Mich. Three staff members from the NID will conduct a seminar on various phases of drycleaning plant management.

Speakers and their topics are: business administration, William B. White, director of education for NID; supervisory techniques, William J. Nicklaw, supervisor of management course instruction; public relations and promotion, William L. Browne, director of public relations.

Registration blanks and further information can be obtained from Michael R. O'Neill, Managing Director, Michigan Institute of Drycleaning, Inc., P. O. Box 944, Lansing 4, Mich.

##

Canadian Allied Tradesmen Meet: The Canadian Cleaners and Launderers Allied Trades Association held its third annual meeting recently in Ottawa immediately following the twenty-fourth annual CRI convention. President C. M. McGoun of McGoun Chemicals Limited, chaired the meeting, with vice-president G. W. McKague of McKague Chemical Company, Limited, also in attendance.

The new officers of Canadian CLATA are: president, G. W. McKague; vice-president, L. Dowbiggin, National Laundry and Cleaners Equipment Limited; honorary secre-

tary-treasurer, C. M. McGoun; executive secretary, Miss M. D. Daechsel. New director for Manitoba is D. Drinnen, Stanley Brock Limited. For Ontario, G. W. McKague; E. W. Finlayson, Canadian Prosperity Company, Limited; D'Arcy McConvey, Dalex Company, Limited; R. H. Speller of McArthur Chemical Company, Limited. For Quebec, C. M. McGoun; Marcel Montminy, McArthur Chemical Company; T. Neill, Wyandotte Chemicals Corporation.

##

Local Meetings: Fifteen members attended the midwinter meeting of the Montana, Southern Alberta and Northern Wyoming Laundryowners and Drycleaners Association. Under discussion were plans for the annual convention to be held at the Northern Hotel, Billings, Mont., May 10-11.

Officers of the association are: president, Jack Cline, Billings Laundry; vice-president, Frank Comte, Rex Laundry; secretary-treasurer, Chet Scott, Scott's Cleaners and Laundry, all of Billings.

At a recent gathering of the South Texas Cleaners and Dyers Association W. A. Robinson gave a report on the meeting of the directors of the Dry Cleaners Institute of Texas, stating that the University of Texas has decided to discontinue its industrial education program as of March 1. It will be reopened September 1 on a different basis with more of the responsibility placed on local associations. Mr. Robinson also stated that the Institute is completing plans to bring the course fabrics book up to date with swatches.

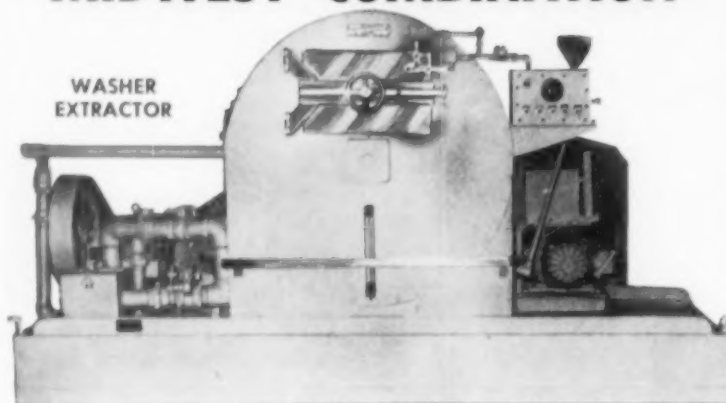


California Quarterly Conference: The quarterly conference of the California Drycleaners Association was held recently at the Statler Hotel in Los Angeles, Calif. Business sessions, committee meetings and special reports were all handled on the opening day.

A cocktail party followed by a banquet, attended by 161 delegates, climaxed the day's events.

Sunday morning the president-elect, Graham Featherman, presented seven speakers and also starred in a skit in which about half the audience par-

MORE FOR YOUR MONEY WITH MIDWEST COMBINATION



Midwest 100 Pound Automatic

Compare! This rugged Midwest means more money in your pocket! Low initial cost. Trouble-free operation. Lowers payroll—increases production. **Proven**—by more than 200 now in service!

- Easy to install—no special floor
- For 4% strong soap—or any other method
- Has twin dump tanks
- No add ons

SEE YOUR JOBBER—OR WRITE TO MIDWEST TODAY



MIDWEST MACHINERY CO.

El Reno
Oklahoma

icipated. Speakers included Thomas Schumacher, director, American Society of Association Executives; Henry Polk, president of the State Board of Drycleaners; Otto Petri, president of the State Board Committee; Miss Marion Nysten, University of California; Garnet Bryan, chairman of the Drycleaners Olympics Committee; Lou Bellew, West Coast editor, NATIONAL CLEANER & DYER; Phil Levey, president of the California Drycleaners Association.

##

Local Elections: Arthur J. Toman has been elected head of the Middlesex (N. J.) County Cleaners Association. Other officers are Tom Natareli, vice-president; Sal Locastro, secretary, and William Pritchford, treasurer. Trustees of the group are Arthur Hozore, Alfred Adams, Michael Alferis and Raymond Huff.

Succeeding Joseph Nowicki to the presidency of the Tri-City Dry Cleaners Division of the Associated Retailers and Civic Association, Granite City, Ill., is Mrs. Marie Hampton. Mrs. Hampton will be assisted by Mrs. Ruby Hartline, vice-president; Durwood Cooley, treasurer, and George Valicoff, secretary. Selected for the

board of directors were Mr. Nowicki, Clyde Mertz, Mrs. Doris Green and John Uzonoff.

The Sandusky (Ohio) Cleaners Association has chosen Harry Kresser as president. The vice-president is Art Kresser and secretary-treasurer Arthur Rathke. Serving on the board of directors are James Poulos, Harold Haber and Donald Huntley.

Newly elected president of the

Orange County (Calif.) Dry Cleaners Association is William Smith. Jim Enlow is vice-president, Ralph Morris secretary, and Bennie Rindstrom treasurer.

Robert Marchini, Saddle Brook, has been installed as president of the United Cleaners Association of Northern New Jersey. Treasurer of the organization is John De Young, Fair Lawn. Elected to the board of trustees were Joseph La Rosa, East Paterson, and Alex Cifra, Garfield.

The St. Louis (Mo.) Dry Cleaners' Exchange has selected the following officers: David Birenbaum, Washington Cleaning & Dyeing, president; Joseph Correnti, Correnti Cleaners, vice-president; Russell F. Harstick, Harstick Cleaners, secretary-treasurer. The recording secretary is Dorothy Warwick. On the board of directors are Al Nagel, Harry Fisher, Gene Morgenthauer and Murray Chick.

New officers of the New Orleans (La.) Laundry and Cleaners Association are Gray D. Morrison II, president; Louis F. Young, secretary-treasurer, and J. T. Miceli, vice-president. Installed as directors of the association were Vernile B. Bagert, Felix Chetta, Frank F. De Marco, Albert Flucke, Gus La Nasa, Ignatius Liberto, James Livandais, Julian Mistretta and Joseph Patrocino.

Phil Lambert will succeed Vic Li-sotta as president of the Southwest Louisiana Association of Dry Cleaners and Laundries. Other new officers include Clyde Guillott, first vice-president; John O'Neal, second vice-president; J. Lake, secretary-treasurer, and Benny Breaux, sergeant-at-arms.

The Delaware Valley (N. J.) Drycleaners Guild has selected the following officers, all of Trenton, for the coming year: Luther Packlain, Sanitary Cleaners, president; Robert



Shanberg, Eagle Cleaners, vice-president; Louis LiVicchi, Lou's Cleaners, treasurer; Ed Schroeder, X-Pert Cleaners, secretary, and chairman of the board of directors, Michael Selesnick, New Method Cleaners.

Reelected as president of the Maryland Drycleaners Guild for another term is Melvin Schulman (Ruxton Cleaners). Also elected were Irvin N. Hackerman, first vice-president; Joseph Mathieson (Vet Dry Cleaners), second vice-president, and Nicholas Capobianco (Cappy Cleaners), secretary-treasurer.

##

New Home for NCA: The Neighborhood Cleaners Association and New York School of Dry Cleaning have moved to larger and more modern quarters at 116 East 27th St., New York, N. Y. Frank Pollatsek, executive director of the organization, stated that the new quarters are about two and one-half times larger than the former facilities. In the past eight years membership of the group has grown from less than 200 to over 1,100.

The New York School of Dry Cleaning has also been enlarged and new equipment added.

##

New Groups: The newly formed Jersey City (N. J.) Cleaners and Tailors Association held a dinner meeting recently at which it adopted a new charter and bylaws and installed officers. Jersey City magistrate Dominick V. Daniels was guest speaker. Albert J. Martini was installed as president with Joseph Hirschbein, vice-president; Anthony J. Spina, treasurer; Frank Garfalo, secretary, and Thomas Venezia, Bernard Ganzer, George Williams, Seymour Sobel, John Radoian and Richard Berberian, trustees.

Officers of the newly formed Suburban Maryland Cleaners and Launderers Association, Inc., are: Simon Mirin, Woodmoor Cleaners, Silver Spring, president; Harry H. Wolfe, Jr., Penthouse Cleaners, Bethesda, vice-president; Stanley Galkin, Stratford Cleaners, Wheaton, secretary, and W. R. Crane, Morningside Laundry & Dry Cleaning Company, Silver Spring, treasurer.

Elected to serve on the board of directors are E. L. Taisey, Tacoma Park; Julie Katz, Bethesda; Mickey Casel, Mt. Rainier; Al Grozbean, Silver Spring; Mr. Crane; "Hoss" Peeler, Riverdale; Mr. Wolfe; Clarence E. Hamilton, Wheaton; Fred Herman, Silver Spring; Mr. Galkin; Everett S. Samuel, Bethesda, and Mr. Mirin.

The Magic of... **SCRAM BLOOD**



It's no trick at all to remove bloodstains with this exclusive Warco formula — constantly sought after, ordered and re-ordered by the better cleaners throughout the world.

Remember and ask for these products by name... There are no substitutes

OTHER FAMOUS WARCO PRODUCTS



TEN MINIT BLEACH
For whiter whites in two to ten minutes.

ALL COLER BLEACH
For brightening all color combinations.

PRE-OIL-BREAK
Removes up to 90% of all stains.

**Warco
LABORATORIES**

ORDER FROM
YOUR JOBBER TODAY

13609 S. Normandie Avenue,
Gardena, California

SEND FOR OUR
FULL LINE BROCHURE

Save time...save trouble

use

Tru Color
for

DYEING*

**SUEDE & LEATHER
CLEANING**

**GLOVE
CLEANING**

REWEAVING

**FLAME
PROOFING**

**SHOWER
PROOFING**

* For Garments, Rugs, Household Fabrics
...also Vat-Dyeing of Commercial Linens

Send everything in same
bundle . . . fast, dependable
service all year round.

Write for trade price list or send a trial bundle.

TRU COLOR DYE WORKS, INC.

24-47 44th St., Long Island City 3, N. Y.

Mail-Order
"Supermarket"
of Sideline
Services

N.I.D. NEWS

Allied Trades Students: Twenty-one representatives of varied firms serving the industry participated in the seventh intensive educational conference for NID associate members. The students were divided into two groups for personalized instruction and actual participation in the practical aspects of drycleaning, wetcleaning, spotting, finishing and working with household and leather items. The course lasted for five days.

Those attending are pictured below. First row, left to right, are: Herbert C. Abrams, Excelsior Machinery

Company; Leonard Rubenstein, Washex Machinery Corporation; Carroll J. Giles, Jr., Dow Chemical Company; James C. McCormack, Washex; Carl C. Castle and Lad D. Hudac, Dow; Edward J. Weir, Washex; Joseph A. Mazmanian, Dow.

Second row: Herbert L. Shevin, Excelsior Machinery Company; Andrew K. Thomas, Naphtha Solvents Company; Stanley Daley, Jr., *Cleaning & Laundry Age*; Jerome A. Ryan, Diamond Alkali Company; Sheldon J. Weiss, Liberty Marking Tag Co.; J. Harry Demmel, Naphtha Solvents;



Arthur E. Weiss, Liberty Marking Tag.

Third row: James W. Brand, Huntington Laboratories, Inc.; Louis M. Wise, Emery Industries, Inc.; William H. Brownlee, Brownlee Associates, Inc.; Phillip J. Miller, American Laundry Machinery Company; John Linsen, Pinnacle Products Corporation; Arthur C. Orcutt, R. R. Street & Company Inc.

##

Advisory Board for Textile Analysis: The establishment of a Textile Analysis Advisory Committee to make policy and procedural recommendations concerning the garment analysis laboratory has been announced by the NID. Members are Charles W. Dorn, textile consultant and formerly director of the J. C. Penney Company research laboratory; Mrs. Dorothy C. Matthai, merchandise manager, Better Business Bureau, Inc., Baltimore, Md.; Charles A. Siebert, formerly head of the Dye Properties Division of the Du Pont Company's technical laboratory, and Miss Mary C. Whitlock, professor and head of the textile and clothing department, College of Home Economics, University of Rhode Island.

According to George P. Fulton, assistant general manager of the Institute, the committee will meet about twice a year to decide whether the test work done by the laboratory is adequate and whether the NID is properly placing the responsibility for the damage.

Mr. Fulton said the committee should accomplish three things. It will insure that the NID is using proper, up-to-date test methods and is pinning responsibility for damage properly and fairly. It will add more weight to Institute reports in cases where the drycleaner is at fault, and it will give NID reports more credence for retail stores and manufacturers.

In addition to these duties, the committee will counsel the NID on any textile and consumer relations programs it may undertake.

##

Current Literature: Filter Trouble Shooting—Part I, which deals with the problems of rapid rise in filter pressure, is the title of F-22 in the series of Practical Operating Tips. What to do about insufficient precoat; loss of precoat; clogging of screens, tubes or bags; excessive moisture in the solvent, and cold solvent is covered.

The first two parts of a study of

NATIONAL CLEANER & DYER

cleaning in petroleum solvent have been issued as Technical Bulletins T-356 and T-357. NID research shows that the degree of water-soluble soil removal obtained in a charged system depends on a number of factors, including the running time, the weather, how heavily the washer is loaded, the filtration rate and the speed with which water enters the washer.

The luxury fiber, cashmere, is discussed in Fabrics-Fashions Bulletin FF-28. Tips are given for counter girl, routeman and marker, drycleaner, spotter, finisher and wetcleaner to follow in the proper handling of this fine material. Also in this pamphlet are descriptions of other expensive fibers requiring special handling.

A brief examination of the difficulty caused by the coating on the underside of knit pile fabrics is taken up in Fabrics-Fashions Bulletin FF-29. The coating, used to give the fabric stability and a certain amount of rigidity, contains a synthetic rubber, neoprene. Often neoprene breaks down from oxidation giving off sufficient hydrochloric acid to cause fabric deterioration. Cleaners are urged to watch for this type of garment. "Limited" drycleaning labels should be observed. The term limited means that the garment should not be cleaned in synthetic solvent. Problems with bonded wool in quilted linings are also reviewed.

##

Management Course Graduates: Twenty-four students successfully completed the thirty-ninth management course at the NID. Reading left to right, front row, they are: Lawrence Essling, Esslings Cleaners & Furriers, La Porte, Ind.; Pete Kyros, Liberty Cleaners, Grand Island, Neb.; Clarence E. Hamilton, Potters Cleaners, Wheaton, Md.; Robert M. Juliani, Juliani Cleaners, Camden, N. J.; Philip I. Nolan, Nettoyeur Richelieu, Quebec, Can.; Leon Lamansky, Professional Cleaners, Linden, N. J.

Second row: Roger L. Jones, Jones System Cleaners, Bloomfield, N. J.; Don P. Wheaton, Williams Laundry Co., White River Junction, Vt.; Rene Arana, Aguadilla, Puerto Rico; Robert F. McGiff, Judor Laundry & Drycleaning, Sayville, N. Y.; William C. Neild and Richard M. Morseberger, Neild Cleaners, Baltimore.

Third row: Robert F. Mongeau, Kay Cleaners Inc., Brockton, Mass.; Milton R. Leibel, Leibel's Cleaners, Sacramento, Calif.; John B. Ermisch, Herm Ermisch Cleaners, Terre Haute, Ind.; Harry E. Dimick, Dimicks Brightwood Cleaners, Indianapolis; Edward A. Vaught, Crescent-Sno-



White, Macon, Ga.; Russell C. Bakers, Monarch Drycleaners, Chicago.

Fourth row: Milton B. McGovern, Nu-Way Cleaners, Escanaba, Mich.; Bernie F. Cameron, Vogue Cleaners, Sydney, N. S., Can.; Joseph Lancia,

Joel Cleaners, Providence, R. I.; Perry M. Bray, Snows Laundry & Cleaners, Albany, Ga.; Gaetano A. Tavani, Passyunk Laundry Inc., Philadelphia, Pa.; John F. Bittner, Lord Baltimore Laundry, Baltimore, Md.

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ADVANTAGES EXZYME GIVES YOU!**

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MASSACHUSETTS OFFICERS, left to right: Ernest K. Henderson, H. Ted Arakelian, Morris Rissman, Francis X. Stone, new president Leo J. Green being congratulated by outgoing president Ralph L. Rosenfield, Haig Tekokian, Samuel Britt and Robert Samble

Variety at Boston Meeting

A WIDE VARIETY of activities, including forums, parties and business meetings, was offered at the tenth annual convention of the Cleansing Plant Owners of Massachusetts, Inc. Over 250 delegates attended the two-day meeting, held at the Hotel Bradford in Boston November 11 and 12.

Elected 1957 officers of the Association were: Leo J. Green, president; Haig Tekokian, first vice-president; Morris Rissman, second vice-president; Francis X. Stone, third vice-president; Samuel Britt, treasurer; H. Ted Arakelian, clerk, and Robert Samble, sergeant-at-arms. Ernest K. Henderson was reelected executive secretary by the board of directors.

Plans outlined for the coming year, according to Mr. Henderson, include

a series of regional meetings throughout Massachusetts, designed to demonstrate to the public and to non-member drycleaners the function of the state organization in advancing public recognition of the progress being made on the public's behalf.

Opening-day activities included a lecture on "Management's Responsibilities and Sales" by Victor D. Oakley, Sta-Nu Corp., and a cocktail party and banquet that night. Banquet speaker was Les Francis of Emery Industries, Sanitone Division.

The convention also featured a luncheon arranged for Epsilon Chapter of the National Institute of Drycleaning Alumni Society, with the purpose of reviving interest in the local chapter.

Activities during the second day were highlighted by a luncheon, which featured the Honorable John F. Zamparelli, state representative, who spoke on "Do We Need Licensing?" He presented a series of arguments for and against licensing, and outlined the experience of several states, notably California. He warned, "Any time you put yourself in the hands of political control, you must of necessity lose some freedom."

Other second-day activities included a film, "One-Operator Silk Finishing," courtesy of Excelsior Machinery Company; a speech on "You Can Build a Better Mousetrap," by John Young, Davies-Young Soap Co.; an Insurance Forum, a business meeting and election of directors. # #

Canadians Convene

MORE THAN 260 DELEGATES from all parts of Canada attended the twenty-fourth annual convention of the Canadian Research Institute of Launderers and Cleaners, held at the Chateau Laurier Hotel, Ottawa, on January 21 and 22.

Those attending enjoyed a full program of activities which included panel discussions, motion pictures and

tours of the National Research Council Textile Laboratory, CRT's headquarters and laboratory, Fraser Hill's West End plant, Sparkle Cleaners, Hunters Cleaners and the Spic and Span Package Unit. Special entertainment was provided for the ladies during business sessions.

Figures from the Bureau of Statistics showed that sales volume for laun-

dry and drycleaning had increased by \$7,000,000 from 1954 to 1955, to a total of \$25,000,000, ranking them as the fourth largest service industry in the country. Nevertheless, at the opening dinner guest speaker G. Louis ("Mike") Dodge, president of the American Institute of Laundering, contended that by getting in step with modern trends and using good promotional effort, business could be increased by at least 5 percent. He urged more active steps toward taking washday drudgery away from housewives and putting it in the laundries.

Alex Starko of Page the Cleaner, Edmonton, spoke on "Be Wise — Mechanize" at the banquet following the reception given by the Canadian Cleaners and Launderers Allied Trades Association. Illustrating his talk with a model layout of a new plant, he showed how the proper placement and use of conveyors and other mechanical devices could save labor, reduce costs and greatly increase efficient operation.

Following Mr. Starko's talk, Miss Audrey Tweedie of the National Re-



CRI officials include, left to right, seated: Miss M. D. Daehsel; Guy Goudreau; John Henning; W. S. Richardson; G. A. Proulx, past president; Colin Bayley. Standing: E. R. Jarmain, past president; Ken Holt; Eldon Hickey; Gordon Gage; M. B. Vail; Gordon Henning, past president

search Council Textile Laboratory monitored a panel discussion. Other panelists included Miss Ruth Johnson, in charge of CRI's Textile Laboratory; G. S. Piers, manager of the Better Business Bureau of Ottawa and Hull; Harry Shea of the Toronto General Hospital, and C. M. McGoun of McGoun Chemicals Limited, immediate past president of the Canadian CLATA.

At the general meeting, President W. S. Richardson called on the second vice-president, G. K. Gage, to present a review of CRI's present financial position. After an adjournment, an open discussion was held and two resolutions accepted.

The names of the following newly elected directors were announced at the meeting: M. Dlin and L. Smith,

Alberta; M. S. Aarons and E. A. Kidd, Saskatchewan; G. K. Gage and H. Hershberg, Manitoba; W. J. Henning and R. J. Rivard, Ontario; C. A. Proulx and W. S. Richardson, Quebec; G. Goudreau and K. Holt, New Brunswick; W. J. Young and M. B. Vail, Nova Scotia; J. E. Hickey, Prince Edward Island, and R. W. Norman, Newfoundland. G. McConnell was elected in British Columbia, where there is a vacancy due to the resignation of A. B. Christopher.

New officers are: W. J. Henning, president; W. S. Richardson, immediate past president; G. K. Gage, first vice-president; M. B. Vail, second vice-president. C. H. Bayley remains as technical director and Miss M. D. Daechsel as secretary-treasurer. # #



LOUISIANA OFFICERS, left to right: Vincent Caruso, New Orleans, retiring president; Joe S. Wong, Milton Fremeaux and C. R. Frye

Meeting at Shreveport

EXCELLENT ATTENDANCE was reported at the annual convention of the Louisiana Laundry and Cleaners Association, with registrations going well over the expected figure of 225. The meeting held at Shreveport began with a "Hello Party" cocktail hour January 25 and ended with a midday dinner on the 27th.

Speakers from the two industries were featured, and a large part of one day's session was set aside for 10-minute talks by representatives of the allied trades.

Among the speakers was George H. Isaacson of the American Institute of Laundering, who asked, "Are You Ready for Wage Incentives?" He pointed out that the introduction of a wage incentive plan often involves such preparation as replacement of obsolete equipment and complete re-scheduling of workflow.

Talking on "New Fabrics and Fashions and How They Affect the Dry-cleaner," Dr. Dorothy S. Lyle of the

National Institute of Drycleaning presented samples of some of the newer fabrics. Especially interesting were synthetic fur fabrics, now made in colors.

Other speakers included Victor D. Oakley of Sta-Nu Corp., whose theme was "People Are Our Business." Paul Jacobsen of the Wallerstein Company spoke on "Sizing, Wets, Dries; What, Why, Wherefore," using colored slides.

Also on the program were John H. Noyes of Du Pont, who spoke on "Community Progress"; Glen H. Freeman of Huron Milling Co., whose subject was "Increasing Laundry Sales," and Dr. Samuel Machlis, Stamford Chemical Co., on "All Aspects of Charged-Solvent Cleaning."

The following officers were elected to serve for the coming year: Joe S. Wong, Shreveport, president; Milton Fremeaux, Alexandria, vice-president; C. R. Frye, Shreveport, secretary-treasurer. Calvin H. Weisner continues as executive secretary. # #

Oklahomans Eye Future

BAD WEATHER FAILED to dampen the enthusiasm of those attending the exhibit-convention at Oklahoma City, Oklahoma, last January. Ice and sleet over a three-day period did cut into attendance, but those who did come went home with plans for the future.

Exhibits of latest cleaning, spotting and finishing equipment were augmented by office equipment and other systems developments. Anyone planning future expansion had an excellent chance to see the latest developments first hand.

Two speakers handled the talks of the convention. Ralph Chubb of E. I. DuPont deNemours and Co., Inc. gave a down-to-earth factual account of the growth of synthetic fibers in the apparel market. He gave practical tips on the handling of synthetic fabrics in the cleaning plant. His talk gave the cleaners ammunition for future handling of the present fibers, as well as some new, yet unmarketed ones he revealed.

Art Schuelke, editor of *The NATIONAL CLEANER & DYER*, discussed the industry's future in the ensuing year. He urged cleaners to concentrate on route selling and charge business. He also suggested more intensive advertising plus sales training as keys to greater sales.

The banquet speaker was Chester Lauck of radio "Lum and Abner" fame. He is now an executive assistant of Continental Oil Company. His humorous comments generated goodwill for his company.

The usual committee meetings filled out the rest of the convention agenda. New officers for the coming year are: E. F. McComb of Norman, president; C. A. Downey, Ponca City, first vice-president; Frank Wayland, Tulsa, second vice-president. Dean Jayroe of Oklahoma City continues as secretary-treasurer.—Art Schuelke



NEW OKLAHOMA officers, left to right, above: Frank Wayland, C. A. Downey. Below: Dean Jayroe, E. F. McComb

Sanitone Launches Disney Tie-In



A new drycleaner promotion is being introduced throughout the country by Sanitone Division, Emery Industries, Inc. According to Les Francis, Sanitone advertising director, the firm has obtained an exclusive license to produce and distribute Walt Disney's costume playbags to Sanitone dealers. The new playbags are drycleaning garment bags, colorfully imprinted with the famous Disney characters and designed to be worn as a costume by children. Different Disney costume play-

bag designs will be offered periodically, coordinated to tie in with the promotion of current Disney movie releases.

The first series features Disney's Cinderella characters and ties in with Cinderella movie promotion now being featured on television's Mickey Mouse Club and Disneyland. Sanitone plans to issue a new series of bags every three months.

For complete information write to Sanitone Division, Emery Industries, Inc., 4200 Carew Tower, Cincinnati 2, Ohio.

Butler Holds General Service Conference



"What Makes It Work" was the theme of a five-day general service conference held by the Butler Manufacturing Company at the Kansas City plant. It was conducted by Noel L. Cope-lander and Charles A. Briner (Butler service manager and assistant service manager respectively). The attendance included Butler's five regional service managers, regional serv-icemen, representatives from

the engineering department, representative from the main office (Dry Cleaners Equipment Division) and visitors.

Representatives from the engineering and production department demonstrated the latest features in Butler equipment from the standpoint of correct installation, service and maintenance. Actual products were used.

The group is shown in the

photo. Head table, background, left to right: W. H. Griffith, Jack Blaufard, Burrill Gottry, A. S. Kennedy, Noel L. Cope-lander, Dave Barker and John McGoldrick. Left foreground table, clockwise: V. E. Arneson, T. D. Carlson, Lee Chapel, E. F. Haltom, Lloyd Henderson, H. D. Kopp, Charles A. Briner, Carroll Rice, Al Roberts, L. R. Stanley, Warren Sibert, Luke Armistead and Ken Paulsen. Center table: Ben Paulsen, Les Davis, Bill Randolph, Harry Turner and Harley Blake. Right background table: Jack Millner, Bill Swanson, Charles Ritsch, Frank Grosso, Gordon Phillips, Vernon Rhoda, Bob Dutton, Don Bryant and John Wallace.

SLRA Membership Drive

The Suede and Leather Refinishers of America has voted to seek additional members to fill territorial gaps now present in the membership roster. C. K. Kirkpatrick, president, said, "SLRA was organized not only to get business for plants now involved in leathers, but also to be of help to plants who want to get into that category."

The SLRA training class program is available to applicant plants to educate key personnel to leather cleaning, dyeing and finishing.

In line with the drive the organization has announced the acceptance of DeLuxe Cleaners and Dyers, 1017 S. Third St., Phoenix, Ariz., to membership. DeLuxe is headed by Winfield R. Scott.

Information on membership and the training program may be secured from Allan J. Copeland, Executive Director, SLRA, 100 E. Ohio St., Chicago 11, Ill.

New Atlas Technical Center

Ground was broken January 17, 1957, for the \$3 million Atlas Powder Company Technical Center. Located next to the company's general offices in suburban Wilmington, Del., the center will house the Atlas chemical research and product development departments. The new center is part of Atlas's program to intensify its long-range basic research as well as to expand its technical service to the chemical industry.

Braun Opens Canadian Branch



A new manufacturing plant, G. A. Braun (Canada) Limited, Brantford, Ontario, was recently put into operation by G. A. Braun, Inc., Syracuse, N. Y.

In making the announcement G. A. Braun, chairman of the board, named Richard McGilivrey, Braun's Canadian sales representative, as vice-president in charge of sales and manufac-ture.

The Braun Unit Wash and Unit Kleen, combination washer-extractors for use in all types of laundry and drycleaning operations, will be manufactured at the new factory. The sales office is located at 10 Duke St., Toronto, Ontario.

Haertel Promotion Kit

The Walter Haertel Company is now distributing its new P. A. C. (Packaged Advertising Campaign) kit in which there are numerous advertising aids for promotion of storage and cleaning business.

Included is a special Box Storage Plan with all the materials and promotional aids needed to place it in operation. Many new items have been added to the kit including special signs, lapel buttons, newspaper mats, etc.

Free kits are available at no charge upon request to Walter Haertel Company, 2840 Fourth Avenue S., Minneapolis 8, Minn.

Wallerstein, Baxter Merge

Completion of the merger between Wallerstein Company, Inc., New York, N. Y., and Baxter Laboratories, Inc., Morton Grove, Ill., has been reported by William B. Graham, Baxter president, and Wallerstein President Harold E. Smith.

Wallerstein Company will operate independently. This firm was founded in New York in 1902 by Dr. Max Wallerstein



KEEP YOUR EYE ON THE **WOMEN!**

According to surveys, women spend 90% of the cleaning dollar. In young wives and mothers, career women, and students, you'll find a vast market of fashion-minded customers who put emphasis on clothes and their care.

Nu-Pro is selling these women direct... in magazines that not only reach them, but educate them... in ads that stimulate their interest.

50,000,000 WOMEN WILL READ ABOUT THE NU-PRO PROCESS THIS YEAR

These 50 million women will be looking for the NU-PRO Process with CHARGIT. A good share of these are in your city, your neighborhood. They control a wealth of volume that can be yours... IF you are a licensed NU-PRO plant that uses Chargit. Today, profitable business goes with the women, and the women go for NU-PRO.



LOOK FOR NU-PRO ADS IN THESE NATIONAL MAGAZINES

NEW CLEANING ECONOMY WITH GREATER EFFICIENCY

The odorless NU-PRO Chargit is a fast acting system that affords high soil removal with a simplicity of operation. It adds life and luster to garments by putting back essential oils that are often lost in ordinary cleaning methods. Try NU-PRO in your charge system for trouble-free results.

CHARGIT

POWERFUL DETERGENT...



NU-PRO PROCESS

For information or demonstration, contact your NU-PRO jobber or write direct.

NU-PRO Mfg. Co. 2918 Washington Ave. St. Louis 1, Mo.

and Leo Wallerstein. Baxter Laboratories, a pharmaceutical firm, was established in Chicago in 1931.

The research groups of the two organizations will cooperate and exchange information for the benefit of both.

Eaton Sponsors Annual Sales Clinic



R. F. McDonald served as chairman of the annual sales clinic held by Eaton Chemical and Dyestuff Company of Detroit, Mich., Toronto and Windsor, Ontario, in Detroit, February 11-16. Mr. McDonald is executive vice-president and general manager.

The sales group was addressed by the officers of the company on the various phases of selling technique. Speakers included: Berrien Eaton, chairman of the board; W. Thompson Tambke, president and treasurer; Gerald T. McCray, vice-president and manager of the Industrial Chemical Sales Division; Mr. McDonald; Howard G. Oster, vice-president in charge of Canadian plants; and Richard C. Hedke, former executive vice-president and general manager. Guest speaker was Robert B. Semple, president of Wyandotte Chemicals Corporation.

A special panel for the discussion of uses and applications of the firm's drycleaning products consisted of David C. Porter, director of research and development; Ross B. Rathbone, technical assistant; and John W. Knotts, sales supervisor.

In the picture, seated left to right, are: John W. Knotts; David C. Porter; John C. Drake, comptroller; R. F. McDonald; Berrien Eaton; W. Thompson Tambke; Gerald T. McCray; Howard G. Oster; Robert L. Terry, credit manager; Ross B. Rathbone.

Standing: Earl S. Bullock, Pasadena, Calif.; Hazen P. Wilson, Robert E. Dunning, Trumbull, Conn.; William H. Hall, Richmond, Va.; Harry S. Eason; Malcolm W. Brown; Guy Mainville, Montreal; Joseph F. Marshall, R. Keith Trothen, Windsor, Ont.; Wilmar W. Kaufmann; John M. Bates, Toronto; Judson A. Fisher; William W. Smallman, Toronto; Carlton G. Walker, Dallas; Denis C. Wilson, Toronto; Ferdinand A. Ribet, Jr.; James B. McWhinnie; Hubert R. Brown, Elmira,

N. Y.; Arthur L. Shook, Jr., Euclid, Ohio; William N. Hubbard, Seattle; Robert J. Merritt, Toronto; A. Michael Stuart, Toronto; Marshall E. Taylor.

Missing from the photo are Donald D. Nestor, Windsor, Ont., and Robert D. Cumming.

Multi-Clean Appointments

New assignments on the board of directors for Multi-Clean Products, Inc., have been disclosed by N. H. McRae, president of the St. Paul, Minnesota, firm.

E. C. Hesli, Multi-Clean general sales manager, has been elected secretary of the board of directors. A graduate of the University of Minnesota and a resident of St. Paul, he has served on the board for several years.

William E. Westerdahl, who heads his own firm of cost accountants in Minneapolis, has been elected a member of the board of directors. Mr. Westerdahl, a 1934 graduate of the University of Minnesota's school of business administration, is an active member of the Minneapolis Chamber of Commerce where he serves as chairman of the small business forum committee.

Clayton Appoints Adams

The appointment of R. D. (Roy) Adams as director of sales for the Steam Cleaner, Dynamometer and Chemical Divisions of the Clayton Manufacturing Company, El Monte, Calif., has been announced by J. A. Cortright, vice-president, sales. Mr. Adams will succeed Walter Wood who will take over as regional manager for the 11 Western states under Mr. Adams. Mr. Adams was associated for more than 30 years with the Chauslor & Lyon Company of California as branch manager, general sales manager and president of that concern.

New Florida Corporation Announced

Incorporation of Atlantic-Hoffman Equipment Corporation, P. O. Box 2767, Orlando, Fla., has been announced by Don Hoffman, president and treasurer of the new organization. Atlantic-Hoffman Equipment Corporation succeeds the Equipment Division of Atlantic Chemicals, Inc., as exclusive U. S. Hoffman Machinery Distributor in north, central and south Florida.

Atlantic Chemicals, Inc., will continue to operate as a distributor of chemicals, laundry and drycleaning supplies.

Roger W. Clerk has been elected secretary of Atlantic-Hoffman Equipment Corp. and also continues as president of Atlantic Chemicals, Inc.

Covering central and north Florida for Atlantic-Hoffman, with headquarters in Orlando, will be James Pritchard, former U. S. Hoffman representative. Melvin Carreras will cover south Florida, with headquarters in Hollywood.

A complete line of drycleaning and laundry equipment, parts, plant layout and maintenance service will be available.

Diamond Alkali Announces Sales Staff Changes



WILLIAM J. ESSELSTYN



CHARLES W. WHEELER

Two promotions and an appointment have been announced by the Chlorinated Products Division, Diamond Alkali Company, Cleveland, Ohio. L. J. Polite, Jr., has been named product sales manager. William J. Esselstyn will manage organic intermediates and new-product sales and Charles W. Wheeler will be responsible for solvent sales.

A veteran of 15 years service with Diamond, Mr. Polite joined the firm as a sales representative in 1942 following graduation from Williams College. In 1952 he was named assistant sales manager of agricultural chemicals and two years later was promoted to agricultural chemical sales manager. He was assigned sales management responsibility for selected Diamond organic chemicals in 1956.

Mr. Esselstyn joined the Diamond organization as a chemist in 1947 and became a technical service representative in 1950. He was subsequently named sales promotion representative for solvents in the Chlorinated Products Division. He is a graduate of Otterbein College.



L. J. POLITE

Mr. Wheeler comes to the Diamond organization from the Parker Rust Proof Company where he served as assistant regional manager for this firm in Chicago for the past 10 years. From 1910 to 1944 he was an analytical chemist with Electro-Metallurgical Company.

Sarco Moves Office

The San Francisco branch of Sarco Company, Inc., and Sarcotherm Controls, Inc., New



GREENVILLE CHEMICAL COMPANY • P. O. BOX 1087 • GREENVILLE, S. C.

Speedy **SOLVINK**

- Cuts spotting time
- Cuts finishing costs

Here's the way to make quick work of spotting all fabrics . . . effectively, safely and economically.

Solvink, the special purpose spotting agent, penetrates quickly, then soaks out stains of rust, paint, ink, and blood without a trace.

Solvink is completely harmless to the fabric when used according to the easy directions.

Economical, too. One-half pint set of two solutions only \$2.25. Also available in pint, quart and gallon sizes.

Try a free sample right away, or order a trial from your jobber. For sample, write Dept. M-76, Greenville Chemical Company.

And you can use these companion products profitably, too—

- **TANSOL**—for Tannin Stains
- **GREENZYME**—Digestant
- **IODASE**—for Iodine Stains
- **SIZ-IN**—Hat Size

York, N. Y., has transferred its office and warehouse to new and larger quarters at 1485 Bayshore Blvd. J. Spear is manager of this branch office.

New Lunt Building



The attractive structure (shown above) with stone front and large window area is the new home of Lunt's Drive-In Cleaners, Henrietta, N. Y. It is an Armco steel building of Steelox construction, measuring 28 feet wide and 60 feet long. According to Armco Drainage & Metal Products, Inc., the interlocking steel panels saved weeks of construction time.

New York J-M Manager

C. A. Cocks has been appointed New York district sales manager of the Celite Division, Johns-Manville Corporation,

New York, N. Y. The announcement was made by W. J. Bucklee, general sales manager of the division. Mr. Cocks will be responsible for sales in New England, New York, New Jersey, Maryland, Virginia, District of Columbia and part of Pennsylvania. A chemical engineering graduate of Newark College of Engineering, he has been with Johns-Manville since 1939.

New APCO Plant Personnel

J. R. Phillips has been named manager of APCO's newest bulk plant, now nearing completion in Cleveland, Ohio. Two other key personnel have been assigned to the Cleveland plant. They are J. A. Lawson and Byron Bettis. Announcement of the appointments came from C. H. Dresser, vice-president of industrial sales, Anderson-Prichard Oil Corporation, Oklahoma City, Okla.

Mr. Phillips has been with APCO since 1939 as a member of the technical sales staff at the Akron office. Mr. Lawson started with the company in the Chicago laboratory in 1953 and transferred to sales in the Ohio division in 1955. Mr. Bettis, who has been working in the

Cleveland area, joined APCO in 1956.

"APCO's new Cleveland bulk plant represents an investment by the company of more than a quarter of a million dollars," Mr. Dresser said. Construction of the new plant is complete except for the finishing touches, and it is already in operation.

Schloff Holds Open House

To show its new facilities at 1311 Yale Ave., S. E., Minneapolis, Minn., Schloff Company held an open house for customers recently. New packaging equipment and products were some of the display items presented at the company's large warehouse and offices.

A buffet luncheon was served in celebration of the firm's fortieth anniversary.

"Easy-Matic" Press on TV

The Goldman "Easy-Matic" press was a featured product recently on the nationwide Columbia Broadcasting Company television show "Winky-Dink and You." The unit, one of the newer models now in production by the New York firm, provided background for a cleaner-

tailor scene on the January 5 performance of the children's program.

Sterling Represents Ajax

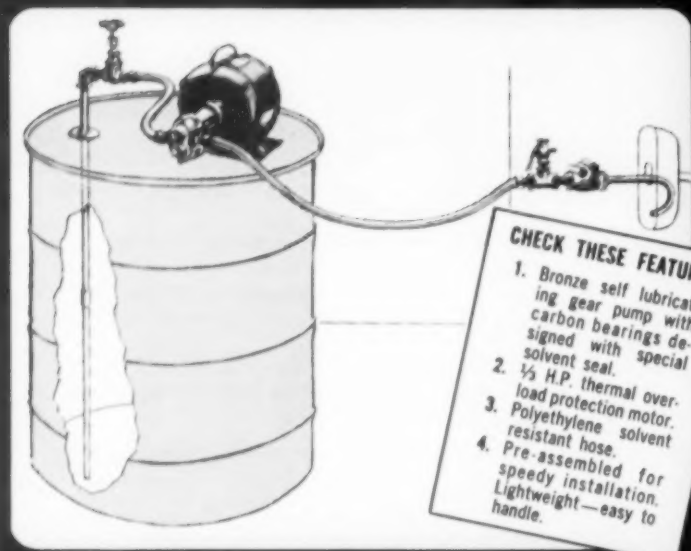
George Strike, sales manager of Ajax Pressing Machine Company, Salt Lake City, Utah, has announced that the Sterling Supply Company, Philadelphia, Pa., has been appointed Ajax distributor for eastern Pennsylvania, southern New Jersey, Maryland, Delaware and Virginia.

Herbert Levine, president of Sterling, and Ted Chelis, in charge of machinery sales, have undertaken a complete program for the sales, service and parts for the entire Ajax line.

Caled Regional Meeting

The Caled Products Company, Inc., Brentwood, Md., held a regional sales meeting recently for 12 of its sales representatives in Fort Pierce, Fla. Warren K. Cooley, president of Caled, presided at the week-long meeting, assisted by Dr. R. T. Mease, director of research. Also scheduled was a regional sales meeting to be held in Atlantic City, N. J.

the NEW REVOLUTIONARY... UNITED SOLVENT PUMP UNIT



Transfers solvent to
the cleaning machine
AUTOMATICALLY
at the rate of
4 gallons per minute.

This unit is complete with
every fitting needed for im-
mediate installation and can
be installed in less than 15
minutes with no special tools.
It can be changed from one
drum to another in a matter
of minutes.

Price includes complete unit
with 8' hose. **\$87.50**



UNITED BRASS WORKS, INC.

1589 ATLANTIC AVE., BROOKLYN 13, N. Y.

ORDER THROUGH
YOUR JOBBER

NEW PRODUCTS AND LITERATURE

Continued from page 10

those that slip on the garment from below, then tie at the top. There is also a handy swivel desk and a dispenser for feeding tape to attach delivery tickets.

The Bag-O-Terra is now made in two sizes. The larger model is available with four, three or two shelves. The smaller model is furnished with two shelves only.

Descriptive literature is available from Bishop David Freeman Co., 1600 Foster St., Evanston, Ill.

Storage Vault Light

Safe-Lite, an Underwriters Laboratory-approved extension light for use in storage vaults and closets, is now being distributed by Reliable Machine Works, Inc. The unit features a low-heat safety bulb, chrome brightness reflector, flame-resistant case, extra-capacity transformer and fuses already inserted in the plug. These features, it was stated, make the unit the only type to warrant the UL label.

Other features claimed are

constant light brightness; break-proof, shockproof case; resistance to cold temperatures; lower consumption rate, and safe use at all times.

Further information on the portable unit may be obtained by writing Reliable Machine Works, Inc., 238 Eagle St., Brooklyn 22, N. Y.

Dow Offers Dial-A-Price



A specially designed calculator resembling a large telephone dial has been introduced by Dow Chemical Co. The device is the Dow-Per Dial-A-Price, a

feature of the new promotion program being conducted through Dow-Per distributors.

The calculator, according to Carl Castle, manager of Dow-Per sales, is especially useful for determining and maintaining uniform prices for cleaning so-called "fancy" garments. Items like circular skirts, evening dresses, children's clothes, fur-trimmed jackets, padded linings or dresses with full-flared skirts, underskirts or special trim fall in this category.

It is also helpful in deciding when a garment is large, medium or small or finding a workable system to set a price for extra finishing required by some pleats.

Dial-A-Price consists of two plastic-coated discs, a smaller one mounted on a larger one. Corresponding garment classifications including almost any item a cleaner is likely to clean are printed around the outside edge of each disc. When the inner disc is rotated until the name of the garment lines up with the same name on the outer disc, the price appears in a rectangular slot in the inner disc. Each drycleaner determines his own prices and enters them on an insert provided to fit between the two discs.

Further information is available from Dow Chemical Co., Midland, Mich.

Haertel Adds to Line

The Walter Haertel Company is presenting two new model additions to its line of packaged vault-conditioning equipment. These new models are known as the VU-50 Vault-master and the VU-75 Vault-master.

The VU-50 is designed to automatically cool, dehumidify, fumigate and ventilate in smaller vault areas up to 2,500 cubic feet while the VU-75 services vaults of 2,500 to 3,700 cubic feet. These new models contain all the features of the larger models but are designed to accommodate smaller vaults.

Further information can be obtained from the manufacturer at 2840 Fourth Ave. S., Minneapolis 8, Minn.

Drycleaning Hamper Introduced

Foster-Stephens, Inc., has borrowed a laundering promotion device to encourage people to use drycleaning services. It is a drycleaning hamper in

which soiled garments can be dropped as automatically as soiled towels, etc., are in the laundry hamper.

Decorative and sturdy, the Handi-Hamper is made of corrugated paperboard, with an outer surface of linenweave pattern in gold metallic ink on white background. It features hinged top, hand holes, vent holes and interlocking bottom flaps.

The hamper has been successfully used, Foster-Stephens reports, to promote summer storage. For further ideas and information about the hamper write to Foster-Stephens, Inc., 310 S. Christiana Ave., Chicago 24, Ill.

New Look Wheel Sizing

The All Purpose Garment Sizing Company has introduced New Look Sizing which comes already prepared, eliminating mixing. According to the manufacturer this sizing can be used on all fabrics and is especially beneficial on synthetic fabrics, permanently removing dry wrinkles.

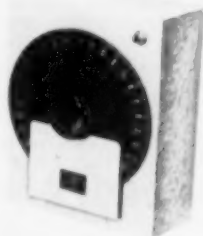
New Look Sizing is available in aerosol cans as well as in bulk spray sizing by the gallon. Each case is equipped

with a hydraulic sprayer. The manufacturer states the sizing will not streak, spot or ring when sprayed on garments and will not clog the spray gun.

No dip or supply tank is needed and the sizing will not build pressure in the filter. This wheel sizing can be used on mixed loads of silks and wools and will adhere only to the materials in need of sizing.

Further information can be obtained from All Purpose Garment Sizing Co., 3012 Central St., Evanston, Ill.

White Conveyor Dial



Shown above is the new U-Dial, recently announced by the White Machine Co. for use with call-office conveyors. The

dial control box (shown here) is part of an automatic remote control system that operates storage conveyors from any location in the call office.

The clerk dials the customer's order number. The conveyor starts automatically, revolves and then stops when the desired order arrives at the counter. In 15 seconds or less, the order is at the counter, the firm states.

For self-service operation, customers dial the orders themselves. The U-Dial always selects the shortest traveling distance, the company claims. Manual operation of conveyors is still possible.

The U-Dial controls can be located anywhere—up to 200 feet from the conveyors. The dial box can be set up on the counter, on a wall, suspended near or on conveyors, etc.

For complete information and literature on the device write to White Machine Co., 14th St. and Lafayette Ave., Kenilworth, N. J.

New Manitowoc Bulletin

A new eight-page bulletin describing its line of 35-40-pound-capacity drycleaning equipment has been published by

Manitowoc Engineering Corp. In addition to specifications on its two-bath and single-bath systems, the bulletin, titled "Fashion Award Cleaning," includes detailed descriptions of many other Manitowoc features, including Diverti-Flo positive two-bath operation, Manitowoc-Olson tubular filter, the "No-Surge-Over" 40 g.p.h. still and automatic air controls.

Manitowoc's new "extra-dry" systems of muck extraction are also explained in detail. This new extraction system is accomplished in the washer-extractor itself and requires no more added equipment than two nylon bags.

"Fashion Award Cleaning" is available through Manitowoc distributors or by writing direct to Manitowoc Engineering Corp., Manitowoc, Wis., and asking for Bulletin No. 1256.

Continued on page 100

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written in your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

SEND
GARMENTS
FOR DYEING
TO

**ALMORE
DYE HOUSE**

4412 WENTWORTH AVE., CHICAGO 9, ILL.
Leon Teichner, President

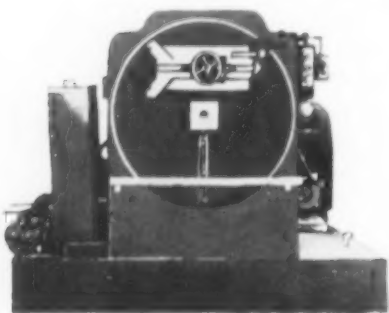
Continuously in Business since 1919

...the dyeing name of undying fame

DRY CLEANING COMBINATION WASHER *Extractor*

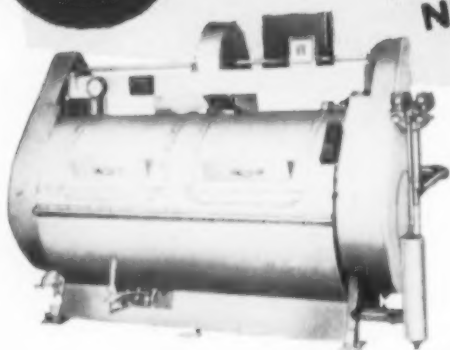
THE MACHINE THAT R-E-V-E-R-S-E-S

- Single Direction Drive Motor
- Reversing...With Two Speeds Achieved Thru AUTOMATIC CLUTCH
- Available With Or Without Tanks
- Push Button Controls...Electric Brake
- Cylinder And Shell Welded Heavy Construction



INCREASED EFFICIENCY WITH

AA WASHERS
BUILT TO YOUR
NEEDS



STAINLESS STEEL LAUNDRY WASHERS

- Available In ANY SIZE Or TYPE
- Pullman...Y....Unloading Shelves.... Open Type
- Locking Sliding Bolt Cylinder Door - No Springs...No Wear
- Special Heavy Duty Adjustable Packing Glands.... Can't Leak
- Self Aligning Pillow Block Bearings

OPEN TOP EXTRACTORS IN 40 AND 48
INCH FOR LAUNDRIES & DRY CLEANERS
AVAILABLE—SEND FOR BROCHURE.



LAUNDRY MACHINERY CO.

1112 So. Kedzie Ave. Chicago 12, Ill.

Continued from page 99

New Mothproofing Booklet

A new booklet giving 50 different suggestions on merchandising, promotion, direct mail, store display, newspaper mats, etc., of Sanex Mothproofing Service is being offered free of charge by the Signal Mfg. Co., Inc. Sanex is a solvent-soluble concentrate developed to mothproof woolen garments. It is applied in the wheel. Sanex P-11 is for petroleum systems, and Sanex S-7 for use in synthetic systems.

The book explains the complete moth protection program for users of Sanex, gives practical, promotional suggestions and a merchandising program in which direct-mail pieces are made up with the drycleaner's name imprinted.

For a copy of the booklet write to Signal Chemical Manufacturing Company Inc., 5020 Richmond Rd., Bedford, Ohio.

Stain-Removal Circulars

Two new six-page circulars describing the Wilson "Go" line of modern stain-removal products have been announced by the A. L. Wilson Chemical Co. The colorful circulars show briefly how each Go product can be used to solve stain-removal problems, such as dye stains, set lipstick and oxidized oil, ink, silver nitrate and other difficult types.

The circulars can be obtained free from the A. L. Wilson Chemical Co., 38 Passaic Ave., Kearny, N. J., or from Wilson jobbers.

PEOPLE AND PLACES

SOUTH WEST



A. C. and Lyda Horstman have purchased Glenoaks Cleaners, 346 S. Glenoaks Blvd., Burbank, Calif., from Jack and Eva Cantrell.

Boulevard Cleaners has opened its thirteenth branch, at 6319 N. Fenimore, Foothill Center, Calif.

Remodeling of Buis Cleaners and Laundry, Taft, Tex., which was gutted by fire recently, has been started.

Dependable Cleaners, 111 S. River St., Seguin, Tex., has been expanded and now also occupies the building at 113 S. River. New equipment has been installed in the establishment which is operated by J. L. Kibodeaux and Manly Mabry.

A formal opening was held recently at Terrace Cleaners, 203 S. East St., Arlington, Tex. The previous location at Park Row and Collins will be used as a pickup station.

Elbert Gibson has opened a drycleaning establishment at 5065 Federal Blvd., San Diego, Calif.

Peerless Cleaners and Laundry is scheduled to open its ninth branch in Parkdale Plaza Shopping Center, Corpus Christi, Tex.

O. O. Hager and his son, Frank, have opened Hager Cleaners in the new East Southmoor Shopping Center, 3901 Jackson Highway, Wichita Falls, Tex. Shepherd Cleaners, previously operated by the Hagers, will be used as a pickup station.

Paul Lemothe has opened a drycleaning establishment at 712 Madison St., Rio Vista, Calif.

Notice has been given of the intended sale of Mathews Cleaners, 1212½ Magnolia Ave., North Hollywood, Calif., by Bernard Mathews to George Stein and George Ruderman.

Clayton's Unique Cleaners, 414 Monterey St., Salinas, Calif., has been opened by Mildred L. Clayton.

Burnett and Homer Bidwell have been granted a permit for construction of a drive-in cleaning plant at Terrace Blvd. and State Highway 101, Solar Terrace, Calif. The Bidwells own Aladdin Cleaners.

Notice has been given of the intended sale of Harvey Cleaners, 3907 W. Olive Ave., Burbank, Calif., by Anna M. and Harry E. Edwards, Sr., to J. A. Rippetoe.

A drycleaning establishment has been opened at 531 N. Euclid Ave., Ontario, Calif., by Holis C. Erwin and James B. Hogan.

Mr. and Mrs. E. Taliaferro have purchased Pomeroy Cleaners, Ore City, Tex., and have renamed it Ore City Cleaners.

Notice has been given of the intended sale of Satin Cleaners, 5550 Whitsett Ave., Los Angeles, Calif., by Simon Satin to David Berg.

Mr. and Mrs. Will Stroud have purchased Boyd Cleaners, located on N. Main St., Lindale, Tex. The establishment will be known as Stroud Cleaners.

Union Tailor and Cleaners, Inc., 165 E. Second St., Salt Lake City, Utah, has been incorporated by Milton S. Rindskopf, president; Ella Grass, vice-president, and Christine B. Rindskopf, secretary-treasurer.

Owl Cleaners and Laundry, 2951 Ventura Ave., Fresno, Calif., has opened its eleventh branch, at 4586 E. Shields Ave.

John Gregory has opened a drycleaning establishment at 754 North Ave., Grand Junction, Colo.

Golden Gate Cleaners has leased space in the Nave Shopping Center, Center Rd. and S. Novato Blvd., Novato, Calif.

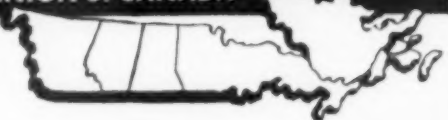
Esquire Cleaners was scheduled to be opened by Mr. and Mrs. Mike Risk at 3838 E. Thomas, Phoenix, Ariz.

Modern Cleaners, 501 E. North, Victoria, Tex., has added new equipment, and has opened a branch in the Village. Ed Pribyl, owner, is a director of the Texas Laundry and Dry Cleaners Association.

Sunshine Cleaners, 223 E. 14th St., San Leandro, Calif., has been sold to Mr. and Mrs. Robert C. Winkler by K. Brad Brown.

Max Rosenberg has given notice of intention to sell Miracle Center Dry Cleaning Co., 12807 Victory Blvd., North Hollywood, Calif., to Gustave Rosenberg.

DOMINION of CANADA



Andrew Frechet has opened Bronte Cleaners in Oakville, Ont.

A door prize contest marked the opening of Dollar Cleaners, located at 108th St. and Jasper Ave., Edmonton, Alta. President of the firm is Michael Dlin.

New machinery has been installed at Melita Dry Cleaning plant, Melita, Man.

Model Cleaners, formerly located on Carson Ave., Jesnel, B. C., has been moved to Front St. Operator Don Sutherland states the establishment has been enlarged.

Shaddick Dry Cleaners, Stettler, Alta., has been taken over by Andy Morizniuk. The name of the establishment has been changed to Stettler Dry Cleaners.

NORTH WEST



American Cleaners, Great Falls, Mont., has been rebuilt and opened under the name of The Ross Cleaners.

Bill Vorwerk has bought Al Phillips Cleaners, Richland and Pasco, Wash.

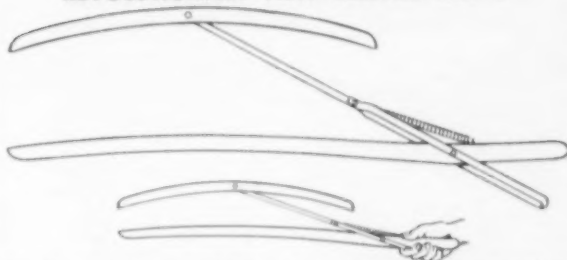
Chester Ruland has purchased Parshall Dry Cleaners, New Town, N. D., from Bob Witham.

Roy Lumaco has bought the interest of Everett Stumpf in Star Cleaners, Cle Elum, Wash.

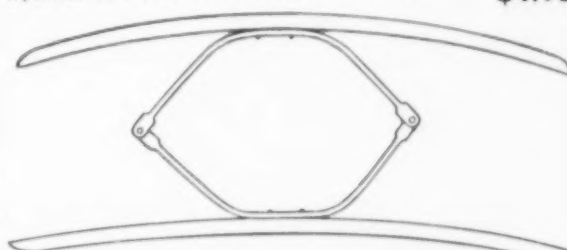
Mr. and Mrs. H. J. Groebner have purchased Ideal Cleaners, Grandview, Wash., from Mr. and Mrs. L. W. McCormick.

Milbank (S. D.) Cleaners, owned by Charles Hoeltgen, has installed new drycleaning equipment.

REVOLUTIONARY NEW SLEEVE NO. 6



The ideal sleeve form for finish work on Adjusta-Form or coat machine—coats, sweaters, dresses, etc. Floating arm is self-adjusting to size of sleeve. Coil spring tension during steaming operation. Form is easily depressed for entering sleeve—also for withdrawing from sleeve, without disturbing the fine finish. Weighs less than 3/4 lb. Length 23", expansion 11". **\$4.95**



NEW 3-B-7 SLEEVE FORM

New-type, non-breakable hinge. For Adjusta-Form or coat machine. Length 23", exp. 11". **Pair \$5.50**



NEW DELUXE PRESS CLAMP

Flat clamping bar of special heat-treated spring is flexible and conforms snugly to contour of any buck. Non-breakable handle. **\$5.95**



NU-WEIGH STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **\$69.50**

Send for '57 Catalogue

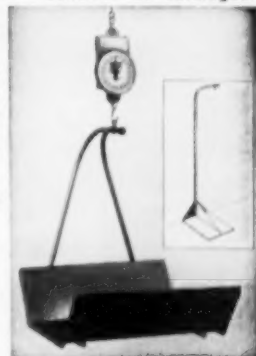
NU-WEIGH ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **\$39.75**

With stand add \$15.00
Scale alone 18.00
Basket alone 22.00

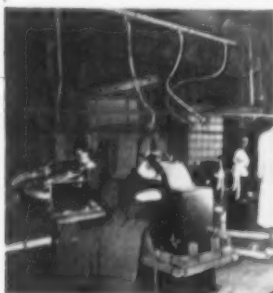
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NEWHOUSE SPECIALTY CO., INC.

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"Never Before . . . So Much for So Little!"



LOW COST COMFORT For Your Plant

- INCREASES PRODUCTION
- REDUCES HEAT FATIGUE
- INSTALLS IN ANY BUILDING
- A COMPLETE UNIT

A NATIONAL "Personalized Comfort Zone" Ventilating System is the low cost way to provide "fresh air" conditioning for your plant. Using nature's own method of drawing fresh, outside air through a filter bath of water to cleanse and cool it, this NATIONAL System then takes it directly to each operator. Blows away the steam fumes and heat surrounding them to add new energy, greater productivity and more profit to your operation. "Personalized Comfort Zone" Selectors enable each operator to adjust the air flow to their exact needs. Both original and operating costs are low since no refrigerants or compressors are used. Sizes for every plant that install easily in present or new buildings—regardless of equipment locations.

Write for Complete Information and Prices

National VENTILATING DIVISION

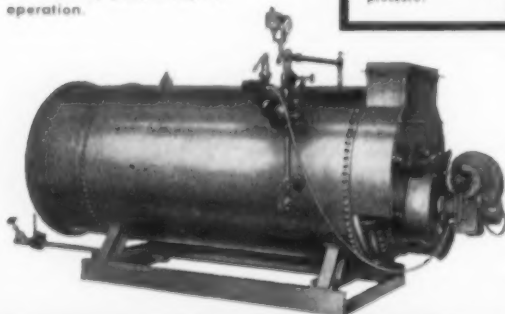
140 W. William Street, Decatur, Illinois



Scotch Marine Boilers WITH OIL BURNER AND AUTOMATIC CONTROLS FOR NO. 2 OIL

Reduce your installation and maintenance costs by buying a real Scotch Marine Boiler with Oil Burner and Automatic Controls. Factory wired and piped, ready for operation.

Made in nine sizes from 10 H.P. to 80 H.P. 100 lbs. working pressure. 125 lbs. working pressure.



LOOKOUT BOILER & MFG. CO. CHATTANOOGA 1, TENN.

MANUFACTURERS OF
VERTICAL TUBULAR, VERTICAL TUBELESS, AND
SCOTCH MARINE BOILERS FOR OIL, GAS, AND COAL.

Beulah (N. D.) Dry Cleaners, operated by John Lantz, has been sold by Art Klautt to Robert Sackman. Mr. Lantz will open a new business on Main Street.

Mr. and Mrs. Ernest Carson have sold Jay Cee Cleaners, Rainier, Ore., to Adolph Hagermann and Earl Ryder. The Carsons plan to open a new plant in Gold Beach, Ore.

NORTH CENTRAL



Stewart Cleaners, located in the Gordon Lang Building, Second St., Dana, Ind., is now in operation. The business is owned by Clyde Stewart.

A pickup station for Worley Cleaners has been established in the former Post Office Building, Indianapolis, Ind., by George E. Worley, Jr.

Bert Powell has opened a One Hour Dry Cleaning Plant at 807 Lee St., Des Plaines, Ill.

A new drycleaning plant will be erected at 116 W. Market St., Warsaw, Ind., by Mr. and Mrs. Harold Wofford.

A new drycleaning plant has been established by Mr. and Mrs. William (Red) Farquharson at Carleton Rd. and Union St., Hillsdale, Mich.

A new drycleaning firm has been opened by Mr. and Mrs. Jim Farris in Anderson, Mo.

A new One Hour Dry Cleaning Plant at 8714 Blue Ridge Blvd., Kansas City, Mo., is now being operated by Robert D. Piper.

Spic and Span Dry Cleaners, 123 E. College Ave., Appleton, Wis., has been taken over by Jack DeCleene.

Clinton T. Allen has opened a One Hour Dry Cleaning plant at 201 W. Grand St., Beloit, Wis.

Purchase of the City Dry Cleaners, 203 Main St., Conneaut, Ohio, by Louis and Frank Terry has been reported.

Steve Milkovitch has purchased Joe's Dry Cleaning, Oberlin, Ohio, from Joseph B. Smith.

Edwin Burd has opened a One Hour Dry Cleaning plant at 103 Second St., Seymour, Ind.

Kienow Kleaners, 39-41 Forest Ave., Fond du Lac, Wis., has been sold by Eugene Kienow to Mr. and Mrs. Art Gyll. The firm will be known as Uptown Cleaners.

Ribbon-cutting ceremonies marked the opening of Dirina Dry Cleaners and Dyers, located at 716 S. Second St., Hamilton, Ohio, and owned by Nicholas E. Dirina.

Verlin L. Pulley is the owner of the new Town and Country Cleaners and Launderers, located in the Town and Country shopping center, Main St., Hamilton, Ohio.

A One Hour Dry Cleaning Plant at 25 W. Main St., Madison, Wis., has been established by Clinton T. Allen.

Joseph Sandler has opened a One Hour Dry Cleaning plant at 10 E. Market St., Indianapolis, Ind.

Opal DeFord has purchased Johnson's Cleaning Place, 1423 Race St., New Castle, Ind., from Arthur B. Johnson, who is retiring after more than a half century in the industry.

William Huber has sold his drycleaning business located in Decatur, Ill., to Paul Jones, who has been employed with the firm.

Clayshire Cleaners, 8235 Clayton Rd., St. Louis, Mo., has been purchased by Enterprise Cleaning Company, 4229 W. Easton Ave., according to Eugene C. Brenner, president of Enterprise. The purchase includes a branch store at 8507 Delmar.

Construction of a new drycleaning establishment at E. Market St., Orrville, Ohio, has been announced by Hap and Lois Hall. The present quarters of Hall's Dry Cleaning will be razed to make way for the new building.

Plans have been announced for a drive-in cleaning plant at Camanche Ave. by Fourth Street Cleaners, 812 S. Fourth St., Clinton, Iowa.

NATIONAL CLEANER & DYER

Wolf's Cleaners and Launderers has been moved to a new location at 1117 Milwaukee Ave., S. Milwaukee, Wis. The business is owned by Grace Janikowski and Audrey Crow.

Tri-City Dry Cleaners, operated by Mrs. Molly Cooper, has been opened in Muscoda, Wis.

Completion of the new Klosterman's Dry Cleaners Drive-In at 5536 Colerain Ave., Mt. Airy, Ohio, has been announced by Albert Klosterman.

New machinery has been installed at Lacon Cleaners, Lacon, Ill., according to owner Quincy (Tommy) Thompson.

Porter's South Shore Cleaners, recently enlarged and remodeled, has been opened at 4522-24 Hohman Ave., Hammond, Ind.

Mr. and Mrs. Lee Collins and Mr. and Mrs. William Tucker have sold Glasford Cleaners, Glasford, Ill., to Leland and Jerry Sittler.

NORTH EAST



Kent Cleaners, Inc., has leased space in the Oakdale-Sayville Shopping Center, Montauk Highway, Oakdale, N. Y.

A certificate has been filed for the conduct of Chubby's One Hour Quality Cleaners, 30 N. Third St., Clearfield, Pa., by Joseph J. Spinella.

Martin J. Borelli has opened a drycleaning establishment at 85 Main St., Lodi, N. J.

Dave's Dry Cleaning and Laundry has been opened on Ford St., Ford City, Pa. Gerald Lenavitt is the owner of the establishment, which has its main plant on Route 422, west of Kittanning.

Mildred Lankard has purchased Clendenin (W. Va.) Dry Cleaners from Mr. and Mrs. Bruce Young.

Mrs. Gladys Palmer has opened a drycleaning establishment at 368 S. Riverside Ave., Croton, N. Y.

C-K Cleaners has been opened at 412 12th St., Kenova, W. Va., by Jack R. and Fred Michael.

Harold Weiner and Louis Caplowe have leased space in the new London (Conn.) Shopping Center for a drycleaning establishment.

A certificate has been filed for the conduct of Orange Cleaners, 818 Miller Ave., Clairton, Pa., by Raymond, Sirio and Leo F. Sasselli.

Leo L. Cantin has opened a drycleaning establishment at 197 Concord Ave., Framingham, Mass.

Red Cap Drive-In Cleaners Inc. has been opened at 417 River-

dale Ave., Yonkers, N. Y. David Ettinger, president of the corporation, also owns Unit Cleaners, 561 Nepperhan Ave.

Announcement has been made of the formal opening of Nanticoke Cleaners' branch store in the Nylon Capital Shopping Center, Seaford, Del.

A grand opening was held recently at Home Town Cleaners, 7501 Main St., Williamsville, N. Y.

Isidore Hershman has opened a drycleaning establishment at 1403 Wilkins Ave., New York, N. Y.

Hart's Cleaners and Dyers, 208-14 N. Main St., Waterbury, Conn., is celebrating its fiftieth anniversary. Mrs. Heslera Hart-Schoenberg, daughter of the late founder, Max Hart, operates the firm with her husband.

Wes and Gus Glantz are the operators of Perfecto Cleaners, 33 E. Bank St., Albion, N. Y., which held its grand opening recently.

Edward Carr has opened a drycleaning establishment at 499 Orange St., Newark, N. J.

Ben Bupuis has purchased Crystal Cleaners, Canal and Geneva Sts., Lyons, N. Y., from Mrs. C. T. Atkinson. Mr. Bupuis is a graduate of the National Institute of Drycleaning.

A drycleaning establishment has been opened at 129 N. Wood St., Linden, N. J., by Philip Husid.

A drycleaning establishment has been opened by Mrs. Adel Karam at 302 State St., New London, Conn.

**blood...
egg...
vomit**

Only an enzyme digester is capable of removing albuminous stains which, when coagulated, dissolve in neither dry solvent nor water. When ordering an enzyme digester from your favorite jobber specify the finest:

TAKALAB TLM

The FAST digester for spotting board use

TAKIMERSE

The ECONOMICAL digester for the wetcleaning bath

LICENSEE

R. R. STREET & CO. INC.



561 W. Monroe St., Chicago 6, U.S.A.

TLM-209

NEW KIND of GRID PLATE CAN'T MAKE A MISTAKE GROSS STAR TRIPL SAFE

Super safe for all fabrics—
nap-grained press surface with built-in steam-filter

**3 SCREEN
SAFETY**

PERFORATED LINER
breaks up steam
FILTER SCREEN
distributes steam
PRESS PLATE
naped surface is
part of plate—not
"sprayed on"



**LOW COST
TRIPL SAFE
GRID PLATE**

Under 46" \$29.75

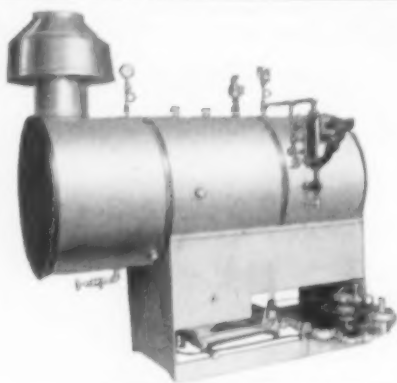
Over 46" \$38.75

Mushroom \$21.75

Single
Plates
Still only
Under 46" ... \$16.85
Over 46" ... \$21.75
Mushroom ... \$12.50

From your jobber—look for this famous nameplate

GROSS STAR GRID PLATE "for Better Pressing"
MFD. BY L. BEHRSTOCK CO., 1708 S. STATE ST.
CHICAGO 16, ILLINOIS TEL. DANUBE 6-6022



GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

OIL BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

41st Year

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co. Cedar Rapids, Iowa

Dealers & Distributors most everywhere

A certificate has been filed for the conduct of New Deal Cleaners, 3287 W. Liberty Ave., Pittsburgh, Pa., by Nevin Shogry.

Robert Terenzio has opened a drycleaning establishment at #6 Town & Country Shopping Center, Summer St., Stamford, Conn.

Talmadge Ross has leased Benton Cleaners, Benton, Ky., from William Eley.

G. Richard Palmatier has purchased Uneeda Cleaners, 320 Lemon St., Tarpon Springs, Fla. The establishment will be known as City Valet Cleaners.

Junior Galloway, owner of the Barwell (Ky.) Cleaners, has sold the business to Robert Tharp.

Spotless Drive-In Cleaners, 926-928 S. Florida Ave., is a new firm being operated by Mr. and Mrs. Howard Parrish.

Mr. and Mrs. R. L. Craft have taken over A-1 Cleaners in Ocean City, Fla. The name of the business has been changed to Craft Cleaners.

Owner C. D. Peak has announced the opening of Peak Cleaners, Wakulla, Fla.

SOUTH EAST



Right Way Dry Cleaners, 102 Center St., Mebane, N. C., is now operating under the new management of Mr. and Mrs. W. J. Price.

A new addition to the Royal Cleaners plant at 612 W. Broadway, Myrtle Beach, S. C., has been announced by R. C. Capps, owner.

The purchase of Logan Cleaners, N. Piedmont Ave., Kings Mountain, N. C., by E. C. (Abie) Martin was recently announced.

A One Hour Dry Cleaning Plant, headed by Mrs. Bernice Welsh, has been opened at Pajo and Bilbo Sts., Lake Charles, La.

Gilbert Frank and Lou Okum have opened a One Hour Dry Cleaning Plant at 1460 Washington Ave., Miami Beach, Fla.

Alachua Dry Cleaners and Launderette has been opened in High Springs, Fla., by Mr. and Mrs. Charles F. Kirchhoff.

A formal opening was held at Terrell's Dry Cleaners and Laundry, Burlington, N. C. The business is owned and operated by Mr. and Mrs. Chester L. Terrell.

A grand opening for its fifty-fifth outlet, at 1010 S. Federal, Dania, Fla., has been announced by Joe Broad, sales manager for Kent Cleaners and Laundry.

MEETINGS SCHEDULED

April 6 and 7—Connecticut Launderers & Cleaners Association, Annual Convention, Hotel Statler, Hartford.

May 2 and 3—Alabama Laundry & Cleaning Club, Annual Convention, Buena Vista Hotel, Biloxi, Mississippi.

May 2 and 3—Southern Laundry and Cleaners Association, Buena Vista Hotel, Biloxi, Mississippi.

May 9, 10 and 11—Pacific Northwest Launderers and Dry Cleaners Association, Olympic Hotel, Seattle, Washington.

May 10, 11 and 12—Dry Cleaners Association of the Dakotas, Annual Convention, Clarence Parker Hotel, Minot, North Dakota.

YOU PROFIT FROM OUR EXPERIENCE!

Save time, money, trouble laundering shirts through H K's technical help and 106 years' experience. Full line of laundry and dry-cleaning supplies. Nationwide service. Send for free booklet, "Better Way Washing Talks."

H. KOHNSTAMM & CO., INC.

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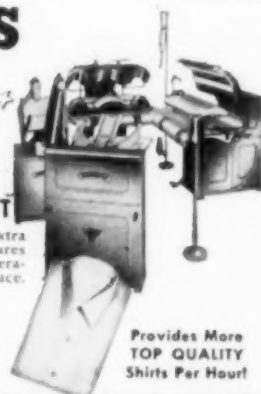
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1 OR 2 GIRL
SHIRT FINISHING UNIT

Speeds up production, cuts down on extra equipment investment. Advanced features assure top quality shirt finishing. Easy operation... simple design... saves floor space. Write for complete details.

Finer Finishing Faster with
The UNIPRESS Co.
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Minneapolis 8, Minnesota



Provides More
TOP QUALITY
Shirts Per Hour

May 15 and 16—North Carolina Association of Launderers and Cleaners, Inc., Fiftieth Anniversary Convention, O'Henry Hotel, Greensboro, North Carolina.

May 16, 17, and 18—Idaho Launderers and Cleaners Association, Rogers Hotel, Idaho Falls, Idaho.

May 16, 17 and 18—Midwest Cleaners & Launderers Convention, (Kansas Association of Launderers & Cleaners and Associated Cleaning Services of Missouri), Robidoux Hotel, St. Joseph, Missouri.

May 19—New Hampshire Laundry & Cleaners Association, Annual Convention, Eastern Slopes Inn, North Conway.

May 31, June 1 and 2—California Drycleaners Association, Annual Convention, Claremont Hotel, Berkeley.

June 6, 7, 8 and 9—Laundry and Cleaners Allied Trades Association, Annual Convention, Mount Washington Hotel, Bretton Woods, New Hampshire.

June 13, 14 and 15—Mountain States Laundry & Dry Cleaners Association, Annual Convention, Stanley Hotel, Estes Park, Colorado.

June 21 and 22—West Virginia Laundry & Dry Cleaners Association, Annual Convention, Daniel Boone Hotel, Charleston.

OBITUARIES

Harry H. Braught, 66, owner of Braught Cleaners, Portland, Oregon, died recently. Mr. Braught was a member of the Friendship Masonic Lodge, Scottish Rite Consistory and Al Kader Shrine. He is survived by a daughter.

Edward Jacob Brucks, 72, editor and publisher of *Texas Laundry and Cleaning Journal* of San Antonio, died December 31. His lifetime had been spent in the editorial and publishing field, starting in a country weekly newspaper at the turn of the century. Mr. Brucks had been connected with laundry and drycleaning trade publication work since 1921, and held the post of editor of the *Journal* for almost two decades. He was a member of the Old Timers Club of LCATA and a Mason. Survivors include a son and four daughters.

Adrian R. Charles, 43, owner of Topsy's Cleaners, Corona, California, died recently. Mr. Charles was a veteran of World War II. He is survived by his wife.

B. Richard Eyres, former proprietor of Eyres Cleaners, Hamilton, Ontario, Canada, died recently. Mr. Eyres retired from the drycleaning establishment five years ago. Surviving are his wife, a son and daughter.

P. E. Featherling, 63, former operator of McGloin Brothers Tailor Shop, Sinton, Texas, died recently. He was a member of the Sinton Kiwanis Club, Rotary Club, Chamber of Commerce and Knights of Columbus. Surviving are his wife, two sons and three daughters. Mr. Featherling's son, Howard, will continue to operate the cleaning establishment.

Continued on page 106

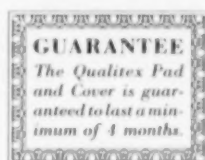
how you can improve QUALITY



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The Qualitex Pad and Cover combines the superior pressing features of the famous Qualitex foam press pad and the more efficient and durable cover made of U.S. Royal Asbestall fabric. This combination, found only in the Qualitex Pad and Cover, is engineered to give you the most ideal pressing surface yet devised for a dry cleaning press. Ask your jobber this week about this amazing Qualitex Pad and Cover. You'll find that the Qualitex Pad and Cover actually costs less than cotton, or any other type of pads and covers that you are now using.

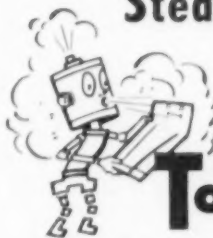


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Contact P & H Industries, Dorchester House, Dallas, Texas, for your nearest TOPPER-Matic Distributor.

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Haertel's Storage Vault and Fur cleaning supplies put added profits in your till.

- FUR SHEEN CLEANER for furs and pile coats
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Bock Model M-100 now featuring
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See your dealer for details.
Models available in 10, 15,
25, 50 lb. capacity.
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6 WAYS BETTER ...

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The simplest, most convenient way of keeping a list of your customers, their addresses, the orders they send in, the amount they pay.

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250			5.00
ALL PRICES 500			9.00
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Send orders with remittance to:

NATIONAL CLEANER & DYER
305 East 45th Street, New York 17, N. Y.

Continued from page 105

Art Greene, operator of Greene's Cleaners, Ann Arbor, Michigan, died January 25. Mr. Green served as president of the Michigan Institute of Drycleaning, Inc., during 1942 and 1943.

Lloyd B. Greenman, 59, owner of a drycleaning establishment in Los Angeles, California, died recently. Mr. Greenman is survived by his wife, three sons and a daughter.

Mabel E. Hamlin, 56, former co-operator of Hamlin Dry Cleaners, Elmira, New York, died recently. Mrs. Hamlin operated the drycleaning establishment with her husband since 1935, and retired from active work about a year ago.

John B. Hertton, 63, operator of Corner Cleaners, Independence, Missouri, died recently. Mr. Hertton is survived by his wife, a daughter and a son.

Elmer P. Lane, 64, owner of Lane Dry Cleaners, Ashland, Ohio, died recently. Mr. Lane was a veteran of World War I, and a member of Poage Lodge 325 F&AM, BPO Elks Lodge 350, American Legion and Veterans of Foreign Wars. Surviving are his wife and two sons.

Orel McKenzie, 81, co-founder of Crandall-McKenzie Company, Pittsburgh, Pennsylvania, died February 26. The company was founded in 1901 and in 1928 became Crandall-McKenzie & Henderson, Inc. Mr. McKenzie was one of a small group of drycleaners who sponsored the Mundatechnical Society in 1923, which established a laboratory fellowship at the Mellon Institute in Pittsburgh for research and technical improvements in drycleaning. He was a Mason. Surviving are his daughter and two grandchildren.

William Franklin Martin, 59, owner of Martin Dry Cleaners, Providence, Kentucky, died recently. He is survived by his wife.

Albert Matthews, former officer and director of the Laundry and Cleaners Allied Trades Association, died of a heart attack at his home in Newport Beach, California. Mr. Matthews became a director of both the LCATA and the Laundry & Dry Cleaners Machinery Manufacturers Association in 1931, serving three three-year terms in both associations. He was president of L&DCMMA from 1937 to 1939. Then he was elected president of LCATA from 1938 to 1939. Mr. Matthews completed his service to LCATA in 1942. Later he retired from active business, having been general sales manager of the American Laundry Machinery Company. Surviving are his wife, a daughter and two sons.

John A. Mele, owner of Premier Dry Cleaners, Hartford, Connecticut, died recently. He was a member of the Knights of Columbus, Wethersfield Lions' Club, Wethersfield Business Men's Civic Association, Corpus Christi Men's Club and the Mormanese Society. Surviving are his wife, a daughter and three sons.

Samuel W. Pendleton, Sr., 53, vice-president of Park Manor Cleaners and Dyers, Kansas City, Missouri, died recently. Surviving are his wife, a son and a daughter.

Carr Huston Schwartz, 67, former operator of a drycleaning establishment in Phoenix, Arizona, died recently. Mr. Schwartz retired from active business three years ago. He was active in golf competition until recently. He was a veteran of World War I. Surviving is his wife.

NATIONAL CLEANER & DYER

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10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

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Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANT WANTED

DRYCLEANING PLANT WANTED in Illinois, Indiana or Michigan doing \$800 to \$1,000 weekly, in city of 15,000 to 30,000 population. **ADDRESS,** Box 7966, **NATIONAL CLEANER & DYER.** -1

CLEANING PLANTS FOR SALE

Modern drycleaning plant in Akron, Ohio. Has large drive-in, retail and wholesale business, established 30 years, employs 12 people. Wonderful opportunity to make good money. It takes a small amount of capital. To appreciate, you must see for yourself. Will give 10-year lease or more on building. The right man can make \$10,000 to \$15,000 per year. Owner desires to retire but will stay on thirty to sixty days with buyer. Reply to A. H. Tarr, Personal, c/o Day Cleaners, 467 W. Cedar St., Akron, Ohio. 7982-2

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. MANDEL, 131-39 92nd STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 4648-2

TACOMA CLEANING PLANT—good salmon fishing. Last year's volume \$36,000. Late model synthetic plant. Well equipped. Good potential. Citywide suit price—\$1.65. Good lease. **FULL PRICE \$15,000, \$3,500 down with terms. ADDRESS,** Box 8065, **NATIONAL CLEANER & DYER.** -2

FOR SALE—Modern laundry and cleaning plant with storage vault in fast-growing Mississippi town. Good trade area, minimum competition. Established 30 years, two owners. 1956 volume \$162,000. Building, equipment, trucks and land priced less than replacement. Will discuss reason for selling with interested buyer. **ADDRESS,** Box 8074, **NATIONAL CLEANER & DYER.** -2

Wishing to sell for purpose of developing our northern Michigan resort property. We are offering our flourishing drycleaning business at a real bargain. Petroleum Stoddard plant grossing over \$60,000 in one of southwestern Michigan's fastest growing communities, located in the suburban heart of this great industrial empire. Top quality operation, using 4 percent charge system, with highest prices in our area. Complete facilities, fur and leather garment cleaning, fur and woolen storage, hats, etc., as well as allied services, rugs, shirts, dyeing, etc. Living quarters included, \$15,000 will handle. **ADDRESS,** Box 8072, **NATIONAL CLEANER & DYER.** -2

PETROLEUM plant, large city 200 miles south of New York. Retail volume \$105,000, equipped to do \$6,000 weekly. One-story brick building 6,000 square feet, rent \$175 month with option to buy. Owner aged, will sell for \$75,000, \$15,000 down, or will give exceptional proposition to technically qualified executive who can assume full responsibility and make nominal investment. **ADDRESS,** Box 8069, **NATIONAL CLEANER & DYER.** -2

Solvent plant, extractor rinse and humidity controls. Old established firm, quality reputation. Stores and routes. Ample parking. Two vaults. Lease with option to buy property. \$140,000 volume. St. Louis, Missouri. **ADDRESS,** Box 7977, **NATIONAL CLEANER & DYER.** -2

For sale—cleaning plant in thriving southern Oregon town—Air Base under construction. Other major industries soon due. \$30,000 gross, good lease. Price \$18,500. Mr. E. L. Blevins, Fashion Cleaners, 129 South Seventh St., Klamath Falls, Oregon. 4657-2

BUFFALO, NEW YORK. Complete modern 1-hour synthetic drycleaning plant, centrally located, doing good business, all cash-and-carry. Owner retiring. Price \$25,500. **ADDRESS,** Box 7979, **NATIONAL CLEANER & DYER.** -2

CLEANING PLANTS FOR SALE (Cont'd)

Solvent plant in Orange County, California. Near beaches, Disneyland and Knotts Berry Farm. School district increased 300% in 1956. Building erected in 1954, size 60 x 60'. Equipment capable of \$2,500 weekly. **ADDRESS,** Box 7978, **NATIONAL CLEANER & DYER.** -2

FOR SALE—Medium-size drycleaning plant in southern Arizona county seat. Retail cash-and-carry. \$25,000 plus yearly. Wonderful climate for helping asthma or bronchial ailments. **ADDRESS,** Box 8009, **NATIONAL CLEANER & DYER.** -2

EXCLUSIVE drycleaning business, well equipped. Good lease including living quarters, excellent for couple. **TOP** prices (suits \$2.50 up, ladies' suits \$4.50 up, ladies' coats \$12.50 up, sweaters \$1.50 up). Cash-and-carry, sacrifice \$10,000. Easy terms, retiring. Exclusive Cleaners, 604 South Main Street, Santa Ana, California. Phone Kimberly 3-7977. 8008-2

CENTRAL FLORIDA: Complete laundry, drycleaning and rug shampooing plant. Over \$40,000 gross business. Price \$39,000 with real estate. **ADDRESS,** Box 7954, **NATIONAL CLEANER & DYER.** -2

FLORIDA—MODERN SYNTHETIC. GOLD COAST NEAR NEW PRATT-WHITNEY PLANT. GROSS OVER \$40,000, STRICTLY RETAIL. TERMS. ADDRESS, Box 7926, **NATIONAL CLEANER & DYER.** -2

QUALITY PLANT, Martin unit, established route, rug machine rental. Central location. \$28,000 year, gross. Plaza Cleaners, 2127 Salvio St., Concord, California. 8047-2

Western Massachusetts. In business 50 years, moneymaker. Will pay you to investigate. \$100,000 volume. With or without real estate. **ADDRESS,** Box 8013, **NATIONAL CLEANER & DYER.** -2

Modern laundry and drycleaning plant. Excellent location fast growing San Francisco peninsula. Grossed \$300,000 1956. Owner retiring. **ADDRESS,** Box 8012, **NATIONAL CLEANER & DYER.** -2

For Sale—long-established quality solvent plant and storage vault. Located in central Connecticut. Two stores, three trucks, good prices. Approximately \$100,000 volume. Owner ill. It pays to investigate. **ADDRESS,** Box 8055, **NATIONAL CLEANER & DYER.** -2

Wisconsin modern drycleaning plant, established over 30 years. Yearly gross \$100,000. Equipped to do more. Trucks and store outlets. **ADDRESS,** Box 8076, **NATIONAL CLEANER & DYER.** -2

Drycleaning, property. Completely modern-equipped, cleaning-dyeing, cement block building, 1956 sales \$30,000. Employs seven Pennsylvania city. Appraised value \$41,000, sacrifice business and property for \$22,000. Apple Company, Brokers, Cleveland 15, Ohio. 8080-2

NORTH CENTRAL STATE—DRYCLEANING BUSINESS—Long established, high-quality cleaner. Will sell equipment and business, and lease or sell plant and fur storage vaults. Yearly volume \$390,000. **ADDRESS,** Box 8081, **NATIONAL CLEANER & DYER.** -2

For Sale **MODERN DRYCLEANING PLANT,** established over 20 years in Southern California's most famous shopping center. Quality trade. Monthly gross \$7,000. Highly profitable. Address: P. O. Box 496, Beverly Hills, California. 7993-2

Solvent plant established 8 years. Northern Ohio town. Ideal for couple —\$13,500. Reason for selling, wife left to operate alone. **ADDRESS,** Box 8084, **NATIONAL CLEANER & DYER.** -2

For sale—modern cleaning plant in fast-growing west Texas town. Good business. All machinery in good condition. **ADDRESS,** Box 8085, **NATIONAL CLEANER & DYER.** -2

HELP WANTED

WORKING MANAGER for drive-in drycleaning and shirt laundry plants. Thorough knowledge synthetic operation, must be able to take full charge—train pressers, spotters and handle store clerks. Immediate opening, well-established, fast-growing company New Jersey area. Please state age, present employment, personal and business references, experience, education, income requirements. Enclose recent snapshot. All replies confidential. **ADDRESS, Box 7779, NATIONAL CLEANER & DYER.** -7

Huntington Laboratories, Inc., has openings in its sales division calling on drycleaners, rug cleaners, and furriers. Write, stating qualifications, to: Huntington Laboratories, Inc., Huntington, Indiana. 7911-7

Cleaner and spotter in modern petroleum plant, good light and ventilation, steady job, with opportunity for buying to right man. Fred L. Quiste, Hayden Lake, Idaho. 7969-7

PROGRESSIVE MANAGER for modern laundry and drycleaning plant, central New York. Outstanding opportunity with good salary and possibility of purchasing half interest for man who can qualify. Old-established plant doing profitable business in fast-growing community. **ADDRESS, Box 7915, NATIONAL CLEANER & DYER.** -7

QUALITY SILK SPOTTER for medium-sized solvent plant in small western New York city. Must run own loads and be willing to supervise over all cleaning process. Eight room house with reasonable rent available. Good salary with regular raises for right man. **ADDRESS, Box 8017, NATIONAL CLEANER & DYER.** -7

WORKING MANAGERS FOR SYNTHETIC CHAIN OF DRIVE-IN CLEANERS AND SHIRT LAUNDRY PLANTS FOR NEW JERSEY AND NEW YORK AREA. MUST BE ABLE TO TAKE FULL CHARGE. HIRE AND TRAIN ALL PERSONNEL. \$4,350 STARTING SALARY PLUS 10% OF SALES. SEND PHOTOGRAPH AND GIVE FULL RESUME OF YOURSELF. REPLY WILL BE KEPT IN STRICT CONFIDENCE. ADDRESS, Box 8044, NATIONAL CLEANER & DYER. -7

SALES MANAGEMENT TRAINEE. Young man to train on the job for eventual transfer to West Coast firm sales managerial position. Wonderful opportunity for ambitious sales-minded executive to move into this field with progressive and efficient company. Duties include wide range of administrative functions to be added as trainee proves capable of assuming further responsibilities. Good starting salary plus substantial merit increases. Essential: Age 25 to 30, married, grade XII education, administrative experience, mix easily at all levels, able to get things done. Prefer: University education in commerce or economics. Supervisory experience, marketing experience, accounting, public speaking. Finalists for the position will be given test at the expense of the advertising company. Please advise fully in own writing, indicating why you would like this kind of career opportunity. **ADDRESS, Box 8067, NATIONAL CLEANER & DYER.** -7

Top notch spotter, pressers and drycleaner for large Alaskan plant. Write to Alaska Cleaners, 201 East 4th Ave., Anchorage, Alaska. 8071-7

SITUATIONS WANTED

Wanted: Position in management or supervision. Experienced in all phases of naphtha and synthetic operations. **ADDRESS, Box 7983, NATIONAL CLEANER & DYER.** -5

Manager's position wanted, plant where owner is going to retire, with privilege of buying. Family man, strictly sober, highly technical. 21 years experience, will consider try-out basis first. **ADDRESS, Box 7917, NATIONAL CLEANER & DYER.** -5

Expert quality spotter, NID graduate. 30 years experience in all departments and equipment maintenance. **ADDRESS, Box 7998, NATIONAL CLEANER & DYER.** -5

MANAGER, good executive capabilities, wishes relocation away from New York. Practical background in production efficiency, sales promotion, public relations, and general administration. Particularly interested in growth and diversification. My veteran's experience should help a young business go far and awaken an old one. Middle age, college educated. **ADDRESS, Box 7975, NATIONAL CLEANER & DYER.** -5

Manager's position wanted. Capable of assuming complete responsibility of quality plant. 25 years in the industry, married, sober, reliable. Prefer eastern United States. Interested only in long-term proposition. **ADDRESS, Box 8079, NATIONAL CLEANER & DYER.** -5

Drycleaning manager, N.I.D. graduate both courses, production quality assured. Capable of assuming complete charge. Age 37. Steady and reliable. Please state details. **ADDRESS, Box 8083, NATIONAL CLEANER & DYER.** -5

SITUATIONS WANTED (Cont'd)

TOP CHICAGO SILK SPOTTER presently employed, fast, good, dependable. Top knowledge of chemicals. Desires position in **LOS ANGELES** area with quality drycleaning plant. Excellent references. **ADDRESS, Box 8075, NATIONAL CLEANER & DYER.** -5

Man desires U. S. or Canadian position. 25 years experience in European, Australian plants. Speaks 6 languages. Finest references. Wife is excellent spotter and silk finisher. Will need letter of intention from employer for immigration purposes. **ADDRESS, Box 8060, NATIONAL CLEANER & DYER.** -5

SCOTS DYER. 26 YEARS FOREMAN & DYER. PULLARS OF PERTH. EXPERIENCED ALL COLORS, FANCIES, PATTERNS, MATERIALS. WISHES SITUATION IN U. S. ADDRESS, Box 8064, NATIONAL CLEANER & DYER. -5

SALESMEN-DISTRIBUTORS WANTED

Salesman with a large following among cleaners and laundries to sell for cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirota Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flame proofing. Quality House Furniture Cleaners, Inc. 312 E. 102nd St., New York 29, N. Y. 7430-14

DISTRIBUTORS-INDEPENDENT SALESMEN sell our high-profit, no inventory register forms for drycleaners and laundries. We make any form to fit any register. Low prices—fast delivery—repeat sales. Free catalog. Automatic Salesbook Company, Willimantic, Conn. 7656-14

Salesmen wanted: Experienced, aggressive men wanted for Southeastern, Southwestern and Midwestern territories by rapidly growing specialty company. We have most extensive, competitive and up-to-date line. Full time, or as additional line when handling non-competitive products. Replies held confidential. **ADDRESS, Box 8070, NATIONAL CLEANER & DYER.** -14

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P. S. YOU CAN CLEAN FURS WITH FUR-FEEL CHEMICALS 7929-10

DOUBLE YOUR INCOME from your newspaper advertising by using our low-cost **CLEANER TOONS** and **varies**. For FREE proofs write **DAVID LILLY CARTOONS, Box 167, Long Beach, Calif.** 7520-10

Printers for tailor sales books—drycleaners route books—automatic laundry tickets—letterheads and envelopes. For orders \$48 or more, we prepay freight charges. Free samples. Write to **M & F Printing Co., P. O. Box 102, Station "W," Brooklyn 11, N. Y.** or call **STagg 2-7246.** 7702-10

DIRECT MAIL ADVERTISING for cleaners that gets new business at low cost . . . reactivates old customers. Write for free samples of famous Kolorcards. Reba Martin, Inc., 4201 N. W. 2nd Ave., Miami 37, Fla. 5974-10

STORAGE RECEIPT BOOKS \$1.50 per book, additional books \$1.00 each. Sample on request. David Matthews Co., 101 Cranston St., Providence, R. I. 7989-10

HAVE YOU TRIED OUR EXQUISITE, FRESH, HAWAIIAN ORCHIDS? OUR EXPERIENCE PROVES THAT YOU WILL SHOW INCREASED SALES AND EXCITED CUSTOMER INTEREST. CAPITALIZE ON THE HAWAIIAN TREND! USE OUR MAGIC FORMULA . . . GIVE . . . HAWAIIAN ORCHIDS—COST AS LITTLE AS 10¢ EACH. WRITE FOR FURTHER INFORMATION. FLOWERS OF HAWAII, 676 S. LAFAYETTE PARK PLACE, LOS ANGELES 57, CALIFORNIA. 8003-10

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IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTEVILLE, VA.** 6040-25

48-HOUR ANALYSIS SERVICE. Keep customer goodwill. Reports accepted by customers, retailers, legal authorities. Plant facilities available for corrective work. Low rates. **FREEMAN TEXTILE RESEARCH LABORATORIES, 4 Commercial Street, Malden 48, Mass.** 7577-25

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HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. **A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932.** 5908-15

DO INVISIBLE REWEAVING IN YOUR OWN SHOP. Tremendous profits for you by giving your customers finest work AND prompt service. We teach you how to make tears, cuts, holes disappear from all clothing and fabrics. Earnings up to \$10 in an hour. Learn in days with the original Fabricon method. First in the field. A professional home study course. Write for **FREE** details, Fabricon, Dept. RR, 8342 S. Prairie, Chicago 19, Ill. 7544-15

LEARN TAILORING, REPAIRING in one of America's finest tailoring schools. 170-hour course \$75. Empire Institute of Tailoring, 422 E. East Fifth St., Hazleton, Pa. 7129-15

LEARN TAILORING, REPAIRING, DESIGNING and CUTTING on men's and women's garments. (3 separate books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 805 S. State Street, Chicago, Ill. 5670-15

MERCHANDISE FOR SALE

MANUFACTURER SELLING OUT SURPLUS 24 x 36 NYLON LAUNDRY NETS. \$15.50 PER DOZEN, FINEST QUALITY, SUPPLY LIMITED, L. S. SUPPLY COMPANY, 148 TRENTON AVENUE, WHITE PLAINS, NEW YORK. 7717-45

CUT DISTILLING COSTS 300%! Our new rags cost you no more than old rags, last three times longer for distilling your drycleaning fluid. Write or phone for free samples and prices. Standard Wiping Materials, 945 Dean Street, Brooklyn, New York. Nevins 8-1900. 8073-45

BUSINESS OPPORTUNITIES

Established wholesale distributor drycleaning and laundry supplies and equipment—new warehouse 3,200 sq. ft., land, building and trucks \$50,000. Inventory \$25,000. Partnership dissolution. Will lease building. ADDRESS, Box 8096, NATIONAL CLEANER & DYER. 411

DRYCLEANERS, southeast Louisiana. \$2,100 month gross. \$75 rent. \$10,000 equipment, six months old. \$10,000 complete. Department 8605.

DRYCLEANING, Atlanta, Ga. \$17,400 profit. Real estate included. Established 20 years. Ill health. Price, \$49,500. Department 8654.

DRIVE IN DRYCLEANING PLANT, central Florida. (Also laundry outlet.) Profit \$6,000. A-1 equipment. No competition. Department 8676.

DRYCLEANING PLANT, Washington, D. C. (Also laundry.) \$10,000 profit. Living quarters. Excellent equipment. Illinois. \$26,700. Department 42445

CHARLES FORD & ASSOCIATES, INC., 6425 Hollywood Blvd., Los Angeles, Calif. 8077-11

WHOLESALE DYEING FOR THE TRADE

Dyeing Is Our Business—"Science in the Art of Dyeing" by the South's most modern dyehouse. Our 24- to 48-hour **SERVICE** on garments, household items and rugs is unmatched. Let's get acquainted **NOW** for bigger profits. **DUFFEN DYE WORKS**, 2211 County St., Portsmouth, Virginia. 7638-12

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RE-WEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS**, 1412 Adams St., Toledo 2, Ohio. 7446-29

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REWEAVING—Saves and renews damaged garments. Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE—227 Ness Building**, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4058. 1629-29

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CERTIFIED LEATHER CLEANERS—the first and only suede and leather cleaner offering a guarantee of satisfaction. **CERTIFIED LEATHER CLEANERS**, 734 S.W. 22nd Avenue, Miami, Florida. 7334-13

CERTIFIED LEATHER SERVICE—NEW ENGLAND'S foremost suede and leather cleaner—our 29 years of service is your guarantee of satisfaction—prompt service, garments insured. **CERTIFIED LEATHER SERVICE**, 210 County St., New Bedford, Mass. 7919-13

SUEDE AND LEATHER—Cleaned, dyed, refinished. Guaranteed "FRENCH-TEX" process. Jackets—\$5, coats—\$10. **LaFRANCE DYE HOUSE**, 946 Shepley St., Youngstown, Ohio. 7947-13

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Suede and Leather cleaned and refinished—Jacket \$3.50, Topper \$5.00, Coat, \$6.00. To change the color of suede, 50% more. Advance Leather Coloring, 1628 Pitkin Ave., Brooklyn 12, N. Y. 5849-13

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WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: "M.A.T.S.A." Dr. Pasteur 113, MEXICO 7, D. F., MEXICO. 5703-3

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 7675-3

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For Sale: 30 horsepower boiler with stoker and stack, between 50 and 75 feet high. Used only 3 years, in perfect shape, just like new. Inquire: Theodore Manouse, 78 Myrtle Avenue, Johnson City, New York. Phone after 6:30, 7-0541. 7913-36

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Complete 2-girl American shirt unit 5 horsepower Ingersoll-Rand compressor. **NATCO** water heater, SP 12. 50 lb. Huebsch washer, 20" Bock extractor, 25 lb. Bishop starch cooker. Used only 2 months. **Glo-Tone Cleaners**, 1685 Fifth Ave., McKeesport, Pa. 8066-4

40 lb. Hoyt model C **SOLVOMISER**. Cost \$1,295, used six months, guaranteed like new. **MAKE AN OFFER! A A A CARPET CLEANERS**, 5524 Walnut St., Pittsburgh, Pa. 8056-4

MACHINERY FOR SALE (Cont'd)

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 7678-4

IMPERIAL LAUNDRY MACHINERY CO., INC., 121 Greenpoint Ave., Brooklyn, N. Y., EV 9-6585, are selling for owners of **PENN CLEANERS**, 207 W. 38th St., New York City—Prosperity laundry and drycleaning units, Prosperity 60 lb. automatic washer, 2 Mercury 140F cleaning units, 2 years old, tumblers, miscellaneous items. Also available synthetic and petroleum cleaning units, 2-girl shirt units, 5 H.P. Ingersoll-Rand Compressor, 10 H.P. packaged boiler. Building must be vacated immediately. Write or telephone for inspection and details. 7677-4

Prosperity 6A fully automatic synthetic unit, used less than 2 years. Can be seen in operation. Priced reasonably, can arrange terms. Trade-ins accepted. **IMPERIAL LAUNDRY MACHINERY CO.**, 121 Greenpoint Ave., Brooklyn 22, N. Y. EV 9-6585. 7676-4

LIQUIDATION SALE OF ENTIRE DRYCLEANING PLANT, ALL MACHINERY A1 CONDITION, 54 x 78" HOFFMAN BALLOON DRYCLEANING WASHERS, 48" and 60" AMICO OPEN-TOF EXTRACTORS, 5000 and 8000 GALLON FILTERS, MOTOR-DRIVEN PUMPS, TRAPS, ETC. ALSO SMALLER WASHERS, EXTRACTORS AND FILTERS AVAILABLE. VERY REASONABLY PRICED. WRITE, WIRE OR PHONE FOR FULL DETAILS. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 9th STREET, LONG ISLAND CITY 1, NEW YORK. STILLWELL 4-6444. 5378-4

Detrex 2-bath Monarch cleaning unit complete with still, hydro-extractor, Synth-O-Saver, 42 x 64 Zephyr DC motor-driven washer, Model Z-3 Mercury 140" F unit, 5,000 Hoffman filter, two 5,000 G.P.H. Butler filters, 36 x 54 motor-driven late model American Buckeye DC washer, 40" extractor, 3,200 G.P.H. Butler filter, 200 G.P.H. Butler still, Perk synthetic unit, 36 x 64 American Buckeye washer, motor-driven. Several 36 x 30 late model drycleaning tumblers. Write **BENSON EQUIPMENT CO.**, 1059 Main St., Wheeling, W. Va. 7963-4

ADJUSTA-FORMS—Rebuilt completely in every detail including new bag. Model P-1 Adjusta-Forms lowest price in America. Only \$169. Guaranteed. **Saxe-Freeman Co.**, Omaha, Nebraska. 8076-4

For sale as complete unit or will sell separately three 3-girl Prosperity units, one 2-girl Unipress shirt unit, and three Unipress cabinet sleeves which have been used two years and are like new, also Prosperity uniform press, Huebsch hand ironer. **Despatch Cleaners and Launderers, Inc.**, 113 East 26th St., Minneapolis, Minn. 8068-4

For Sale—Immediate delivery, subject to prior sale, completely rebuilt and guaranteed. 1—48" Prosperity extractor—220/3/60—\$1,595. 1—Super Zoric synthetic unit, fully automatic, complete recovery—\$2,250. 1—Butler 3,200 G.P.H. filter and pump—\$1,250. **WRITE, WIRE OR CALL—JENSEN MANUFACTURING COMPANY, PALMYRA, NEW JERSEY—MARKET 7-1403. 8065-4**

Hoffman Economy Petroleum unit, 1—30 x 40, 1—30 x 48 Monel washer. 1—26" extractor. 1—5 H.P. 220 volt 60 cycle, 3-phase drive shaft. 1—25 H.P. Lookout boiler. Reconditioned 31" coal stoker \$1,000. **Spotless Cleaners, Inc.**, Dunmore, Pa. 8062-4

GIGANTIC LIQUIDATION SALE OF FINE LAUNDRY AND DRYCLEANING MACHINERY OF THE CHARLESTON LAUNDRY AND DRYCLEANING COMPANY, CHARLESTON, WEST VIRGINIA. SALE NOW GOING ON—BARGAINS GALORE! 1—4-ROLL 190" FLATWORK IRONER WITH TRUMATIC FOLDER. 5—42 x 84" AMERICAN MONEL METAL WASHERS. 5—48 x 96" AMERICAN METAL WASHERS. 300 H.P. MUND BOILER. 4—PROSPERITY COMPLETE SHIRT UNITS. POWER CIRCLE. 20—AMERICAN TUMBLERS. MISCELLANEOUS EQUIPMENT OF ALL DESCRIPTIONS USED IN A LAUNDRY PLANT. DRYCLEANING EQUIPMENT. ALL METAL WASHROOM, MOTOR-DRIVEN, WITH FILTERS, PUMPS, STILLS, HOFFMAN DRYCLEANING PRESSES, 30" and 48" EXTRACTORS. 1—KLEEN HAMPER DRAPER FORM. PLEASE CONTACT TALLEY LAUNDRY MACHINERY COMPANY, CHARLESTON, WEST VIRGINIA—TELEPHONE, DICKENS 2-8181, OR GREENSBORO, NORTH CAROLINA—TELEPHONE 4-1594—3-8428—2-6254. EVERYTHING MUST BE SOLD! 8082-4

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CRIPPLED CHILDREN
AND ADULTS**

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Chicago, Ill.



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In May's National Cleaner & Dyer....

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key to

building good will

*attracting and
holding customers*

keeping profits high

Watch for this and other
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in your May issue

A

A. A. Laundry Machinery Co.	100
Adco, Inc.	28-29
Ajax Pressing Machine Co.	26-27
Ald, Inc.	59
Almore Dye House	99
American Cleaners Equipment Co., Div. of The American Laundry Machinery Co.	67, 68
Anderson-Prichard Oil Corp.	60
Armstrong Machine Works	20

B

Behrstock Co., L.	103
Bishop David Freeman Co.	37
Bock Laundry Machine Co.	106
Butler Manufacturing Co.	73

C

Caled Products Co., Inc.	23
Carousel Sign Co.	2
Carry Pack Ltd.	85
Chevrolet Div. of General Motors	8
Cissell Mfg. Co., Inc., W. M.	46-47, 83
Cravenette Co., U. S. A.	51

D

Darco Division, Atlas Powder Co.	57
Davies-Young Soap Co., The	1
Detrex Chemical Industries, Inc.	33, 34, 45
Dicalite Division, Great Lakes Carbon Corp.	18

E

Eaton Chemical & Dyestuff Co.	14
Ellis & Watts Products, Inc.	22
Emery Industries, Inc.	40-41
Excelsior Machinery Co.	64

F

Fur-Feel Corp.	77
----------------	----

G

Glover, Inc., Bill	19
Goldman Pressing Machine Corp.	106
Greenville Chemical Co.	97

H

Haertel Co., Walter	105
Hoffman Machinery Corp., U. S.	4th Cover
Hoyt Manufacturing Corp.	11
Huebsch Manufacturing Co.	25

I

International Paper Co.	80
-------------------------	----

J

Johns-Manville	Second Cover
----------------	--------------

K

Kohnstamm & Co., Inc., H.	104
---------------------------	-----

L

Lattner Manufacturing Co., P. M.	104
Lookout Boiler & Manufacturing Co.	102

M

Manitowac Engineering Corp.	52-53
Marlow Pumps, Division of Bell & Gossett Co.	31
Mercury Cleaning Systems, Inc.	63
Midwest Machinery Co.	88
Minneapolis-Honeywell Regulator Co.	74-75

N

National Cleaner & Dyer	6-7, 106
National System of Ventilation Division	102
Newhouse Specialty Co., Inc.	101
Nicholson & Co., W. H.	78-79
Nu-Pro Manufacturing Co.	95

P

Pabst Brewing Co.	91
P & H Industries Inc.	105
Pantex Manufacturing Corp.	3
Pre-Marked Strip-Tag Co.	32

Q

Quality Products Co.	105
----------------------	-----

R

Reliable Machine Works, Inc.	55
Ross Heat Exchanger Div.	43

S

Sarco Co., Inc.	12
Star Service Hanger Division of L. A. Young Spring & Wire Corp.	61
Stauffer Chemical Co.	65
Street & Co., Inc., R. R.	5, 21, 49, 103

T

Tru Color Dye Works, Inc.	90
---------------------------	----

U

Unipress Co., The	104
United Brass Co.	98
U. S. Hoffman Machinery Corp.	4th Cover

V

Vic Cleaning Machine Co.	15
Viking Pump Co.	86

W

Wallerstein Co., Inc.	9
Warco Laboratories	89
Washe Machine Corp.	17
White Machine Co., Inc.	71
Wichita Precision Tool Co., Inc.	3rd Cover
Wilson Chemical Co., A. L.	13

OUR READERS SAY

R.S.V.P.

To the Editor:

We are now rapidly approaching the vacation period with many Americans coming to Europe for relaxation and pleasure.

I have always had the wish to meet American drycleaning and laundering people, and it should be most curious if they all avoid passing Copenhagen!

The problem is how to get in touch with them. It is in the vain hope of creating the necessary contact that I approach you in this way, knowing from reading your fine magazines, *The National Cleaner & Dyer* and the *Starchroom Laundry Journal*, for years that you readily deal with and solve a lot of problems for your readers.

Should anyone pay attention to my message, I can assure of a hearty welcome doing my utmost to make their stay as pleasant and rich as possible.

POUL WURTZ
Wurtz Rennerier,
Dry Cleaning & Shirt Laundering
Thingvalla Alle 6
Copenhagen S, Denmark

Permission Granted

For many years I have enjoyed your fine trade publication and the splendid articles and news which it contains. I have never previously taken the opportunity to compliment you on the service you are rendering the industry. In the February issue you have written an editorial which, in its concluding paragraph, so fully substantiates not only my personal opinion but the findings and results of the work which I am now doing that I would like to ask your permission to refer to this editorial in the various reports which I render to our clients.

Presently, I am serving as the Director of the Bureau of Laundry & Dry Cleaning Standards, an organization which received considerable publicity as a result of the MacIntosh presentation on the convention program of the American Institute of Laundering in November 1955. As a part of my work, I am conducting monthly quality audits of the product of quite a number of plants—the majority of them not affiliated with the MacIntosh group. My findings insofar as the drycleaning service is con-

cerned certainly corroborate the opinion which you expressed in your editorial. It is astounding and disturbing to find the laxity of inspection and the consequent failure to take care of minor repairs which prevails almost universally. This is the message which I am continually shouting from the housetop to our subscribing clients, and I certainly appreciate your fine editorial on this same theme.

Again I wish to compliment you, not only on this editorial and this issue, but for the generally fine publication which you turn out.

VIAN B. SILLIMAN, Director
Bureau of Laundry &
Dry Cleaning Standards
Washington, D. C.

Anti Trading Stamps

To the Editor:

The postman just left your February issue of *The National Cleaner & Dyer* and as always the editorial page gets by immediate attention.

Trading Stamps—for years I've always said, the only stamp I was interested in was my customer's stamp of approval!

IRVIN N. HACKERMAN
D. Hackerman Cleaners
Pikesville, Md.

To the Editor:

Your editorial on "Trading Stamps" certainly typifies a much more unusual and daring approach in the description and treatment of one of the most insidious and bloodsucking of the contemporary promotions. In the past four months I have been visited with exactly four different stamp promotions—could it be that they are actually making more easy money than any cleaner would care to admit?

GALE BLEASDELL
Hi-Tone Soap Company
Randolph, Nebraska

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.

Correspondent Wanted

To the Editor:

Would you give me some information about the possibility to correspond with a young entrepreneur [operator] in the American drycleaning industry? Perhaps we can exchange our experiences in our business.

I think it would be the best way to learn something about drycleaning in U. S. A. Especially where we can take up a living contact between young entrepreneurs.

In several places of my country I have seen in the branches of drycleaning factories show-cards with the inscription, "American Recommended," and also, "Member of Drycleaning Industry U. S. A."

Now I would ask you if you can get some of those show-cards for me. It would be very interesting and, last but not least, very important for our branches in seaside places and of course in the other ones.

Maybe you would like to get some information about our drycleaning club here in Holland. Of course I will do all that is possible to get it for you.

B. VANDERHORST, JR.
Vander Horst Chemische Wasserij
Herenstraat 51A
Leyden, Netherlands

Some of our readers may wish to correspond with this subscriber.

—EDITOR

Population per Cleaner

To the Editor:

Would very much appreciate the following information. What is considered a good average of population per cleaner? Also, would you please send me the names of the soap manufacturers for the article on Charged Systems in the December issue.

ROBERT L. LEHMAN
Lehman and Sons
Springfield, Ohio

Population potential for cleaners generally varies with local conditions. However, a rule of thumb averages about 2,500 persons per plant. In response to your request, we are sending the names of the manufacturers involved in the charged-system roundup.—EDITOR

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OR STOPPING TO READ
AND SET DIALS



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Ventilated, Insulated Adjustable Shoulder Design eliminates condensate. Provides a better shoulder finish on any garment or material.

10-inch Jet Steam Diffuser gives maximum steam coverage throughout bag—released over entire bottom half of bag—not just in small elevated valve area. Assures beautiful finish on all long garments.

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Step-O-Matic Foot Control leaves operator's hands free for garment adjustments.

Step-O-Matic Precision Timer always predetermines steam time precisely. No decisions to be made by operator. Unvarying production quality is assured.

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and
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